

Texas Statewide Traffic Safety Awareness Survey: 2020 Results

**Prepared by
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**for the
Texas Department of Transportation
Anna Hovenden, TxDOT, Program Manager**

**in cooperation with
The National Highway Traffic Safety Administration
U. S. Department of Transportation**

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TEXAS A&M TRANSPORTATION INSTITUTE
College Station, Texas 77843-3135

TEXAS STATEWIDE TRAFFIC SAFETY AWARENESS SURVEY: Key Findings of 2020

SUMMARY OF KEY FINDINGS

- The Click It or Ticket message was the most highly recognized of 12 traffic safety campaign messages.
- Awareness of messages about recent seat belt, speed, and impaired driving enforcement was significantly lower this year than previous years, as was expected due to decreased activity.
- Respondents in the East region of the state were more aware of campaigns and enforcement efforts in general over the past year than respondents in the other three regions. Respondents in the West regions, in general, had a higher perception of enforcement of seat belt, impaired driving, and speeding laws, but were slightly less likely to comply with them than respondents in other regions, according to responses on self-reported behavior.
- Impaired driving enforcement campaign messages are seen and heard by Texas drivers, as evidenced by the majority (74 percent) of Texans surveyed who reported they had read, seen or heard an impaired driving enforcement message within the past year.
- Most Texas drivers (62.7percent) believe it is very likely that impaired drivers will be arrested.
- Almost a quarter of the survey respondents (23.1 percent) were not sure of the legal BAC limit for intoxication in Texas, with an additional 22.1 percent selecting an incorrect response.
- Self-reported cell phone use among drivers is most common relative to other traffic safety risk behaviors. Over 25 percent (25.4 percent) of respondents said they had sometimes or regularly talked on their cell phone while driving during the past month. However, talking on a cell phone while driving decreased significantly from the 33 percent use reported in 2019.
- Self-reported texting while driving decreased from 19.7 percent in 2019 to 14.2 percent in 2020 that reported they regularly or sometimes read or sent text messages while driving.
- The most often cited influence on reducing cell phone use is fear of injury to self or others. The most often cited influence on reducing impaired driving is concern over being in a crash due to impairment effects. The least often cited influence for both was an employer policy.

- Exceeding the speed limit continues to be common practice, as self-reported by approximately 45 percent of respondents at least sometimes or more often on local roads and on highways.

TEXAS STATEWIDE TRAFFIC SAFETY AWARENESS SURVEY: 2020 Results

INTRODUCTION

The Texas Department of Transportation (TxDOT) contracted with the Texas A&M Transportation Institute (TTI) to conduct a 2010 baseline survey and follow-up surveys in subsequent years to track driver attitudes and awareness of traffic safety programs in Texas. The Governors Highway Safety Association (GHSA) and the National Highway Traffic Safety Administration (NHTSA) recommend this type survey for measuring performance goals developed and implemented in highway safety plans. A white paper that preceded federal regulations to establish minimum performance standards states that “surveys can provide valuable information from drivers or the general public that can’t be obtained any other way.” This information can include views on the priorities of various traffic safety issues and on potential law or policy changes, knowledge of laws and penalties, perceptions of enforcement, awareness of recent enforcement and media campaigns, and self-reported behavior. Therefore, NHTSA recommends a core set of questions and guidelines for conducting these type surveys.

TTI has followed the recommendations and developed a sampling plan and questionnaire that includes the core questions recommended by NHTSA. This report describes the survey methodology and provides results for the performance measurement survey conducted in 2020. Changes from earlier years’ survey results are also discussed.

SURVEY METHOD

Surveys conducted 2010 through 2019 used a recommended pen and paper, in-person survey method to collect data from customers at 18 sites throughout Texas in Driver License (DL) offices. This approach offered the advantage of access to a reasonably representative sample of drivers and a cost-effective return relative to other surveys for this type of data collection. Also, as pointed out in the NHTSA Driver Survey white paper, DL office surveys have low refusal rates (10-30 percent or less), and the core questions plus additional questions can be asked easily on one page front and back for a quick and efficient data collection effort.

In 2020, the survey method was changed because of lack of access to DL office lobby areas and restrictions against in-person data collection due to health risks of the COVID-19 pandemic. The survey was converted to an online format and the sample was generated from a survey panel as described in the next section.

Site/Sample Selection

With the shift from one survey method to another and the aim of using the awareness survey to measure changes over time, the importance of maintaining the comparability of the results and the variables measured was considered in designing the

new survey method. Four factors under consideration contributed to sampling decisions: 1) retaining the survey's anonymous response characteristic; 2) assuring representation from the four geographic regions comparable to prior years; 3) a high response rate; and 4) the ability to conduct the survey within a similarly short timeframe at approximately the same cost as prior surveys.

The sample was provided by a third-party survey sampling firm, Marketing Systems Group (MSG). The firm drew from a statewide survey panel that is generated from the universe of Texas household residences. This statewide panel was divided into four regions and panelists were invited to participate in the survey from each region to obtain a quota equivalent to regional representation in prior years' samples.

The samples of 2010-2019 obtained from the DL office survey were convenient samples of Texas residents, rather than a random representative sample, meaning the sample of respondents came from a collection of individuals in locations in which access to the target population of driver customers was provided. A random representative sample would contain all the drivers in the state as a sampling pool from which respondents would be randomly drawn and surveyed. In this way, statistical error estimates and confidence intervals could be calculated. Due to time and budget constraints, however, TTI relied on the convenient sample to generate a sample size large enough to generate meaningful data from four regions of the state, rather than a truly random sample. Similarly, the 2020 sample is a convenient sample because the respondents were from a pool of willing participants who self-select to participate in survey panels online. Recruitment into the panel is much broader than the driver license customer pool, as all Texas households are included. Although the pool is larger and more inclusive, self-selection removes the random representation and ability to perform probability estimates.

As indicated in the description of respondent characteristics in the section below, the sample mirrors the Texas population demographics reasonably. No weights have been applied to the data to account for geographic or demographic representation. The results for each region are combined to form a cross-sectional picture of Texans' attitudes and awareness of traffic safety issues in 2020.

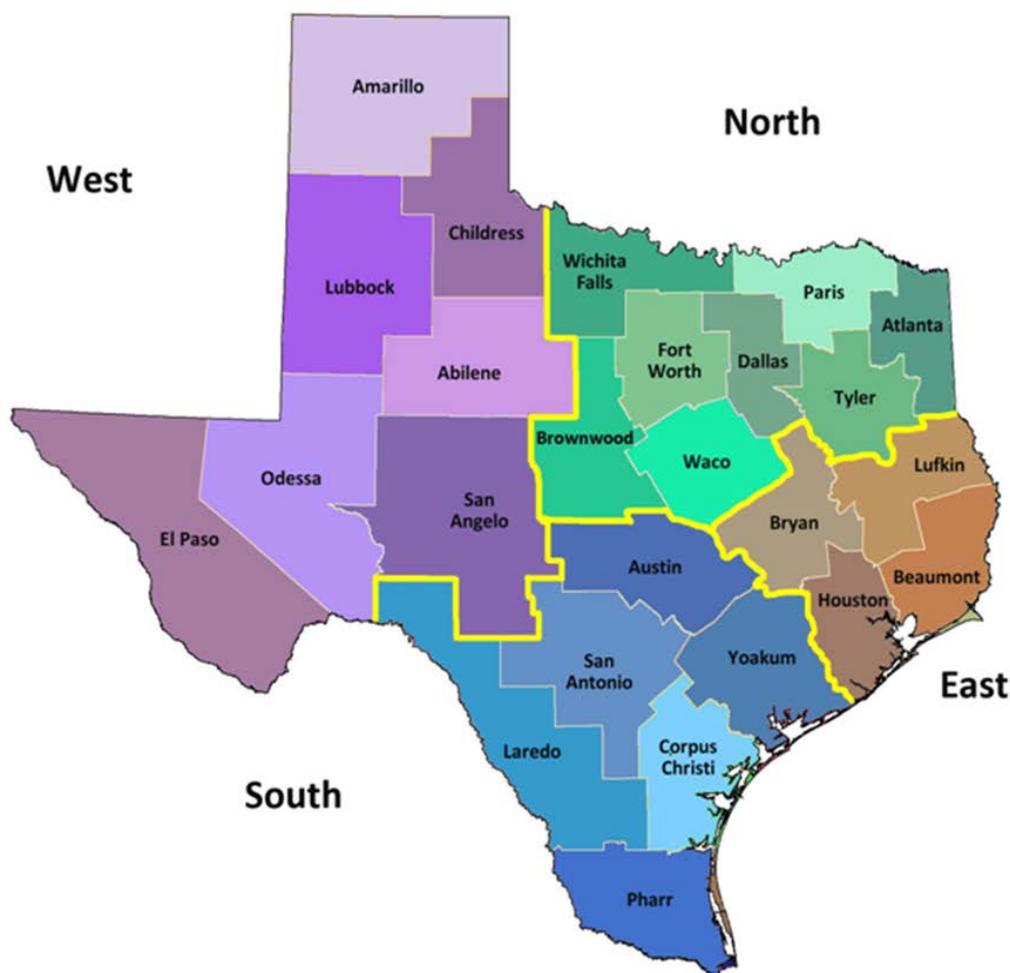
The 2010 baseline sampling plan considered that TxDOT grouped its 25 district offices into four regional areas for administrative purposes at the time. The map below illustrates the four regions, which also formed the first level of the TTI survey sampling plan. Within each of the four regional areas, a target sample size of 625 was set, comparable to previous sample sizes in 2010-2019 surveys.

Questionnaire Development

The foundation of the survey instrument was the 10 core questions recommended by NHTSA, which are:

1. In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

Figure 1. TxDOT Region Map



2. In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?
3. What do you think the chances are of someone getting arrested if they drive after drinking?
4. How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick up?
5. In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?
6. What do you think the chances are of getting a ticket if you don't wear your safety belt?
7. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?
8. On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?
9. In the past 30 days, have you read, seen or heard anything about speed enforcement by police?
10. What do you think the chances are of getting a ticket if you drive over the speed limit?

Texas adapted question #8 to roads in Texas, changing the reference to 70mph instead of 65mph, as rural state highways are more often 70mph. In 2014 a response choice was added to the questions with a temporal reference (questions #1, #2, #5, and #9) to determine if respondents were aware of these activities within the past year. In addition to the core questions, five questions for background/demographic information were included. An additional nine questions related to traffic safety issues of specific interest to TxDOT were included on the questionnaire. A Spanish translation of the questionnaire was not available as all respondents were able to read English. The questionnaire is provided as Appendix A, along with the response percentages for each item.

Survey Administration

The survey was conducted July 27–August 4. This included weekdays and weekend days and the survey was accessible at all hours. The survey was paused at times during the 9-day period to avoid all responses coming in on a weekend or in several days. The timeframe this year did not follow mobilization periods due to their delay until Fall as a result of the pandemic.

Prior to survey launch, the questionnaire was previewed and pilot tested with TTI and MSG staff. A soft launch preceded full launch to assure responses were recorded properly and the survey was administered as designed. Additionally, the protocol and questionnaire was reviewed and approved by the Institutional Review Board (IRB) at Texas A&M University. The IRB requires that an Information Sheet accompany the questionnaire for reference by the respondents as to their rights as survey research participants, and to inform them of the study intent and other details.

It should be noted that after results were analyzed TTI discovered a sampling error had been made which severely under-represented respondents from Harris County. A typo at the sampling stage put Harrison County in the East region and omitted Harris County. This error would have a distorting effect on the survey results if unchecked. To address the misrepresentation in the sample, the survey sampling firm agreed to re-launch the survey for the East region. The re-launch occurred September 24-27. Because the new survey was a different timeframe from the initial survey, the three questions with a time reference were altered to fit the situation. Questions on awareness of initiatives in the past 30/60 days were rephrased as during the most recent summer.

RESULTS

Characteristics of Survey Respondents

The total sample size goal of 2500 was achieved. The total set of responses was checked to remove any duplicates or disqualifying respondents. The resulting sample totaled 2515 of usable data. Table 1 provides the sample sizes for each region. Note that six respondents were not assigned a region as their zip codes on their mailing account were outside Texas, indicating a recent or temporary move.

Table 1. Completed Surveys by Region

TxDOT Region	Target Sample Size	Completed Surveys
North	625	637
South	625	624
East	625	627
West	625	625
Total	2500	2509

Table 2 provides the demographic composition of the survey respondents along with comparable statewide population characteristics. Statewide characteristics are from 2017 American Community Survey Population Estimates. Regarding ethnicity, the composition of the sample is over-represented by Whites by 15.6 percentage points and under-represented by

Table 2. Respondent Characteristics

		% Survey	% Texas
Race/Ethnicity	White	59.0	43.4
	Black	10.8	11.6
	Hispanic	22.2	38.6
	Asian	5.4	4.3
	Other	1.4	0.4
	No answer	1.7	N/A
Age	18-21	9.0	7.6
	22-30	18.9	15.7
	31-45	31.4	27.9
	46-65	28.1	32.1
	Over 65	12.5	16.6
Gender	Male	45.5	49.6
	Female	54.5	50.4
Education	High School or less	25.3	43.4
	Some College/ Associate degree	34.2	31.3
	College Degree	27.0	17.1
	Advanced Degree	13.5	8.3

Hispanics by 16.4 percentage points. The survey sample of females is slightly higher than the Texas female composition and the male sample is slightly lower. This is typical of survey volunteers. The percentage of respondents over 45 in the sample tend to be below the statewide proportion and the number of respondents under 45 is high in comparison to the statewide proportion of these ages. The sample is more on the higher educated side than the general Texas population.

Core Question Responses

As mentioned above, 10 core questions pertained to issues of interest at the federal, state, and local levels throughout the country, and performance-based criteria have been established to address the three major areas of impaired driving, safety belts, and speeding. Response percentages to the 10 core questions are displayed in Figures 2-11.

This year the state's participation in a national Click It or Ticket mobilization encompassing the Memorial Day Holiday weekend was not possible as Texas was under stay-at-home orders. The national campaign was postponed to November. Therefore, a low awareness of a Click It or Ticket message in late July/early August or September was not unexpected. The 2020 response to the question, "Have you read, seen or heard anything about seat belt law enforcement in the past 60 days or recent summer months" was the lowest percentage since the survey has been conducted, at 23.4 percent. However, the percent who said they had heard of seat belt enforcement within the past year was approximately the same percentage as it has consistently been for the past five years at 33.5 percent. From 2015 through 2019 those who said they had heard the seat belt enforcement message ranged from 33.6 to 35 percent.

Similarly, awareness of a speed enforcement message dropped dramatically in 2020 to 25.9 percent, the lowest percentage since the survey has been conducted for those saying they had heard about speed enforcement during the past 30 days. The percentage who were aware of speed enforcement over the past year was similar to prior years at 31.1 percent. The average over the past six years is 33.2 percent.

Enforcement efforts aimed at impaired driving within the past 30 days were recognized by the lowest percentage of respondents since these data have been collected. As shown in Table 3, 37.4 percent were aware of messages in the few months, well below the previous low of 52.7 percent in 2019. However, 36.6 percent said they were aware of impaired driving enforcement messages in the past year, which was the highest percentage since this question has been asked beginning in 2014.

The responses show Texans think laws are more likely to be enforced for drinking and driving than for failure to wear a seat belt or speeding. The difference is most evident in the percentage of those who checked Very Likely that a citation or arrest would be made for a violation—62.7 percent checking Very Likely of arrest for drinking and driving, compared to 41.3 percent Very Likely of citation for speeding and 43.6 percent for not wearing a seat belt. The perception of a greater likelihood of being cited for impaired driving remains at the top of

the list as it has for the past 10 years. This is the first year, however, that the perception of a seat belt citation as Unlikely and Very Unlikely reached over 15 percent.

Table 3. Response Percentages to Core Questions

Have you read, seen or heard anything about:					
	Yes, in recent months	Yes, in the past year	Combined Yes	No	Not Sure
Seat belt law enforcement by police?	23.4	33.5	56.9	33.9	9.2
Speed enforcement by police?	25.9	31.1	57.0	34.3	8.7
Alcohol impaired driving (or drunk driving) enforcement by police?	37.4	36.6	74.0	21.2	4.7
What do you think the chances are of:					
	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
Getting a ticket if you don't wear your seat belt?	43.6	24.1	16.7	11.1	4.6
Getting a ticket if you drive over the speed limit?	41.3	29.9	18.5	7.1	3.2
Someone getting arrested if they drive after drinking?	62.7	21.0	10.6	4.0	2.6
How often do you use seat belt when you drive or ride in a car, van, SUV or pickup?					
	Always	Nearly Always	Sometimes	Seldom	Never
	90.9	5.6	2.4	0.4	0.8
How often do you speed on:					
	Most of the time	About half the time	Sometimes	Rarely	Never
A local road	9.7	11.4	24.2	36.4	18.4
A Highway	11.3	12.5	23.0	28.8	24.3
In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?					
	None	1 to 5	6 to 10	10+	Do not drink/Do not drink & drive
	3.3	9.1	0.6	0.8	84.8

Texans continue to self-report almost universal seat belt use, with 96.5 percent saying they always or nearly always use seat belts and only 1.2 percent saying they rarely or never do. However, 45.3 percent of the respondents reported they drive over the speed limit on local roads, and 46.8 percent said they exceed the speed limit by more than 5 miles per hour on highways with a 70 miles per hour speed limit sometimes or more often. With regard to self-reported drinking and driving behavior, even though almost two-thirds of those surveyed thought the chances of someone getting arrested if they drive after drinking is very likely, over 10 percent reported they had driven a motor vehicle within two hours of drinking alcoholic beverages.

Figure 2. Frequency of Reported Belt Use

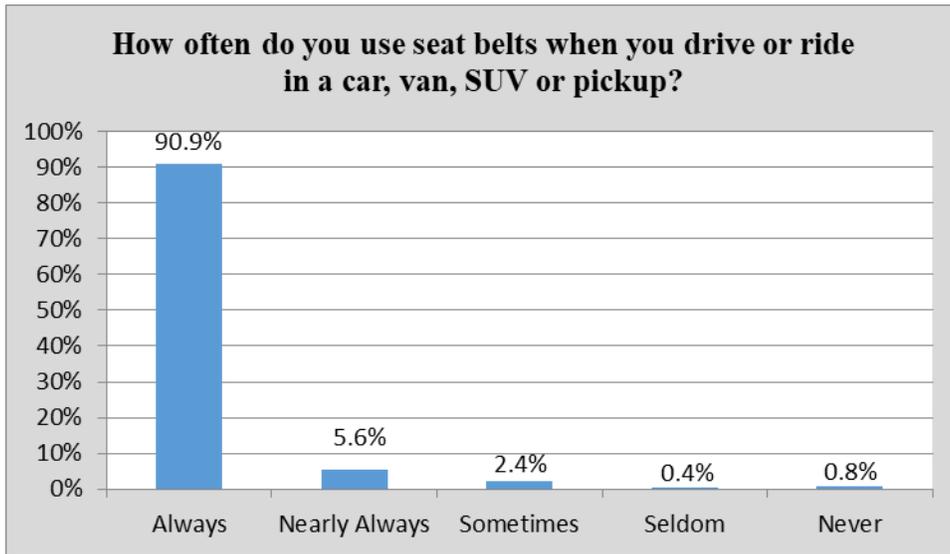


Figure 3. Perception of Seat Belt Enforcement

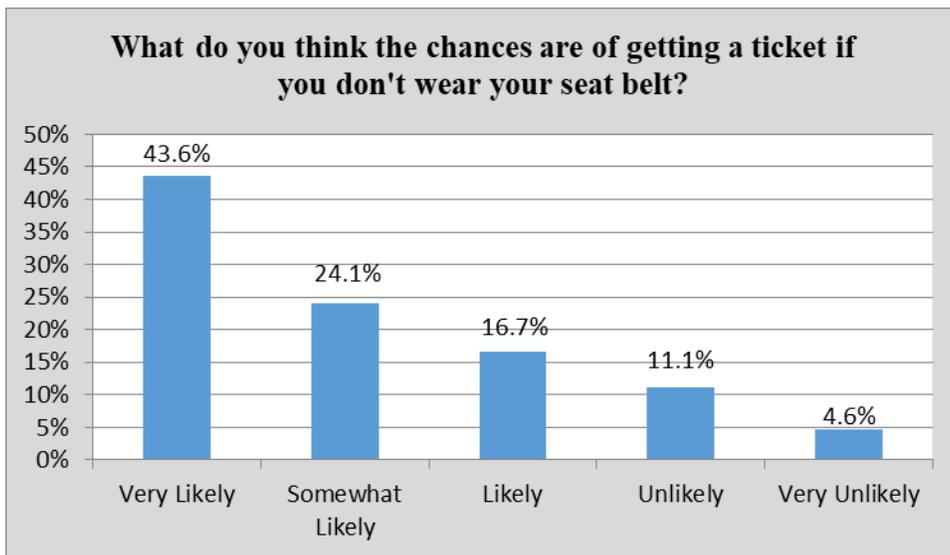


Figure 4. Awareness of Seat Belt Law Enforcement

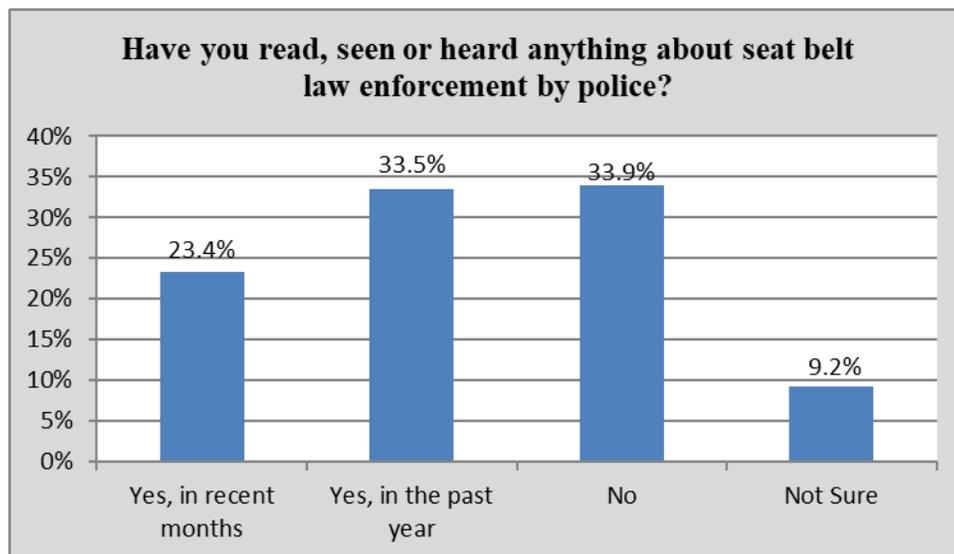


Figure 5. Awareness of Impaired Driving Enforcement

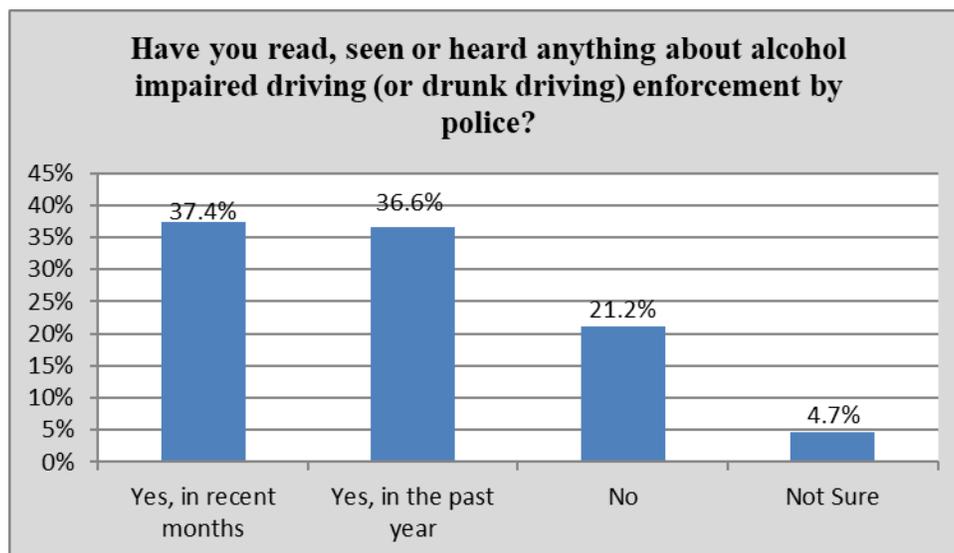


Figure 6. Reported Driving After Drinking Within Past 60 Days

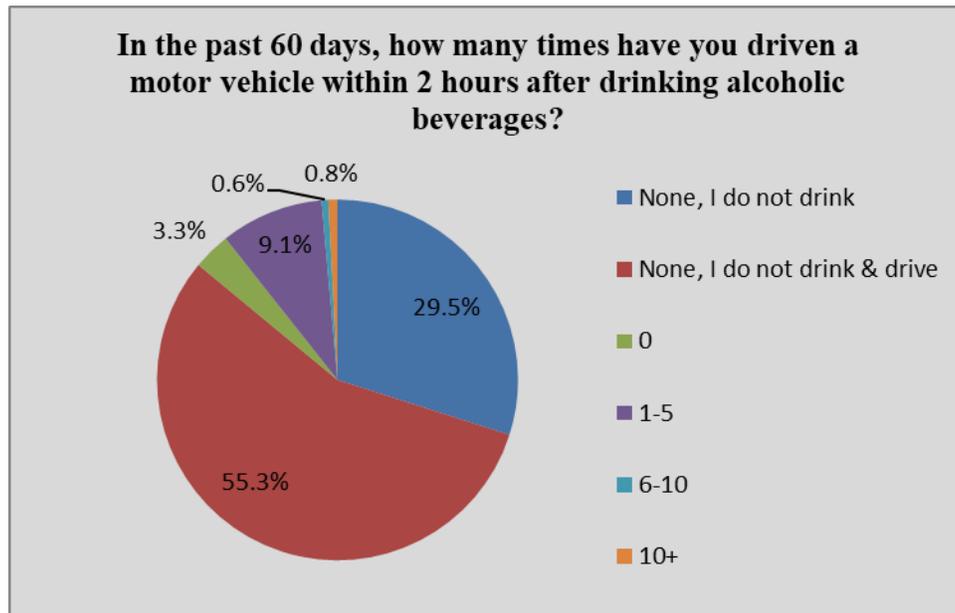


Figure 7. Likelihood of Impaired Driving Arrest

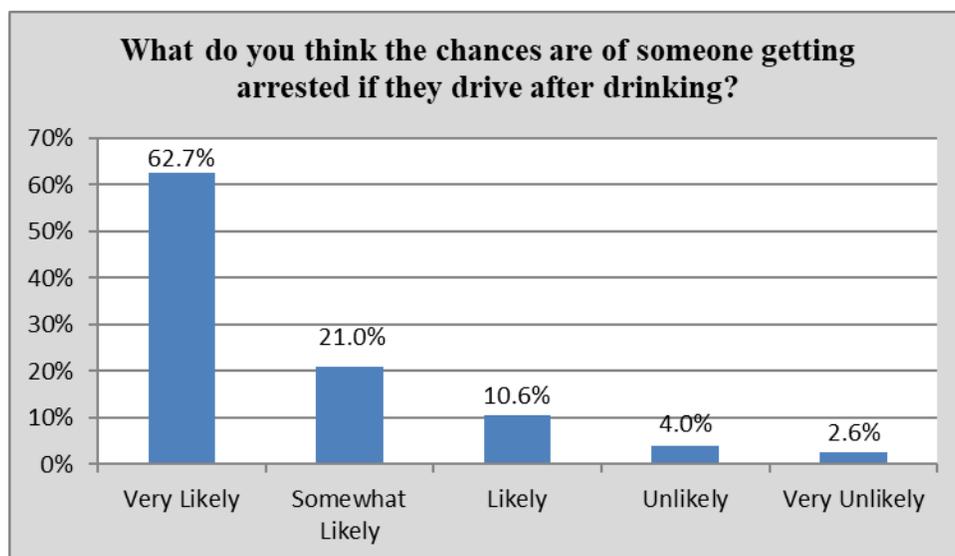


Figure 8. Exceeding Speed Limit on Local Roads

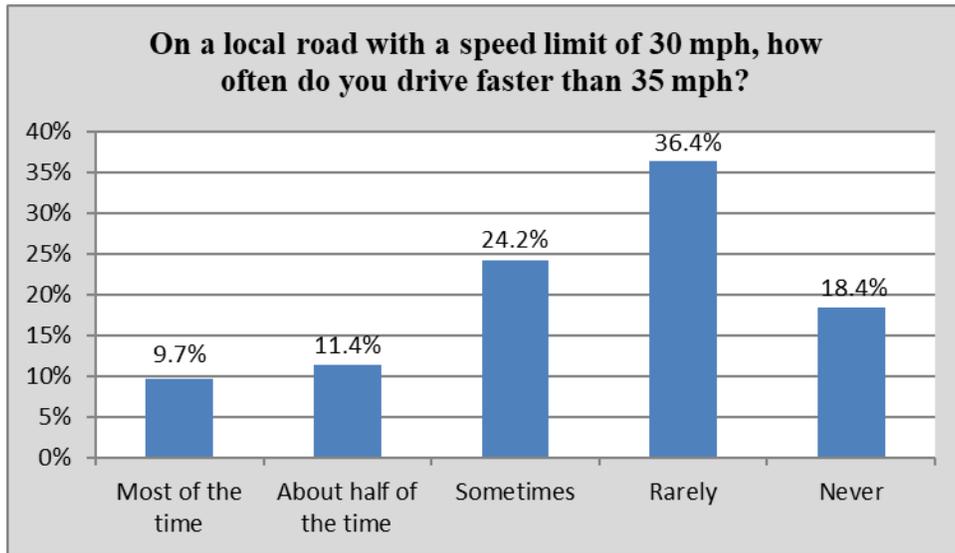


Figure 9. Exceeding Speed Limit on High-Speed Roads

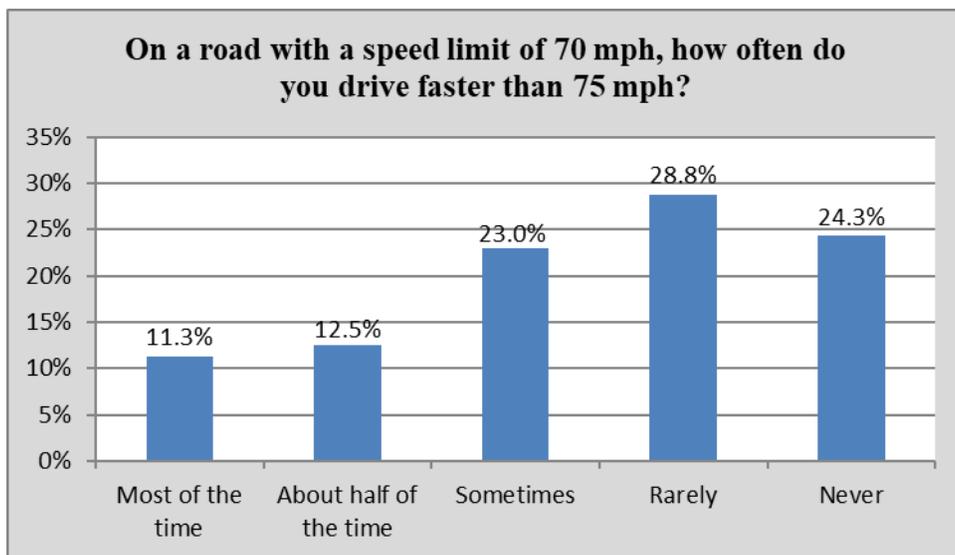


Figure 10. Likelihood of Speeding Ticket

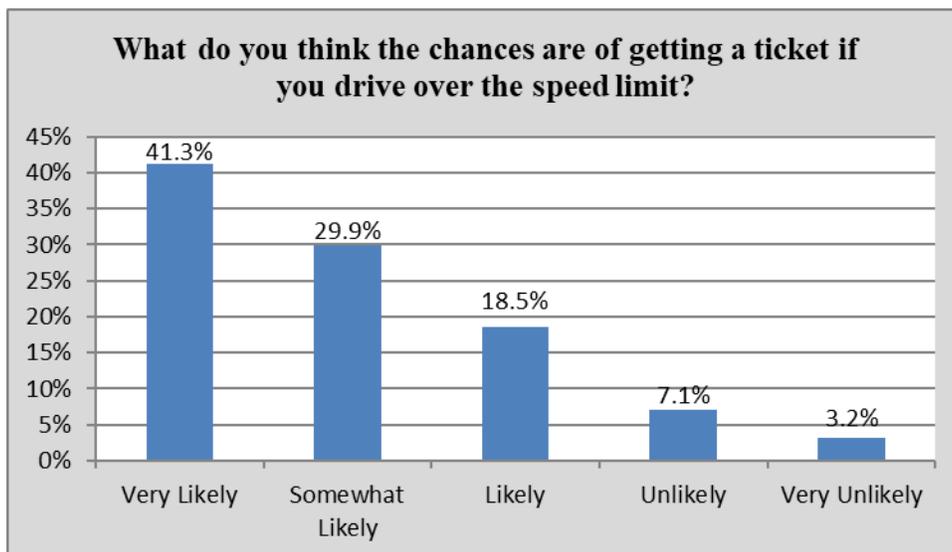
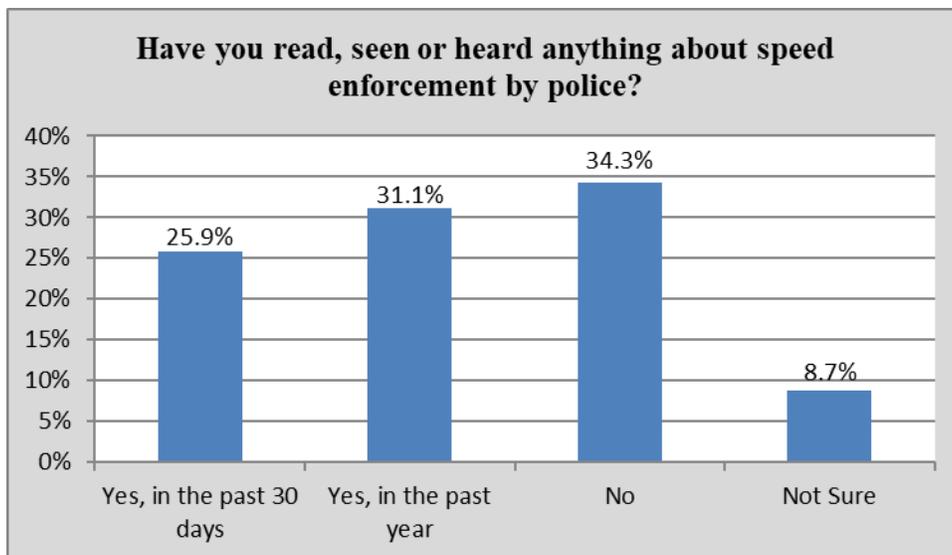


Figure 11. Awareness of Speed Enforcement



Core Question Responses by Region

Analysis was conducted to determine if there are differences in responses to the core questions for the four regions in the sample, indicating a somewhat general picture of variations across Texas' vast geography and media markets. For this analysis, data for all counties within each region were combined into one data set and displayed in the following nine graphs. For questions that were very concentrated toward one response, only the strongest response is shown. For frequency and favorability questions, responses were combined for better visualization. All regional breakdowns are available from the author upon request.

In terms of perceptions and awareness of impaired driving enforcement, the East region respondents were more likely to say they had heard of enforcement efforts within the past year. However, the West region respondents perceived a greater enforcement presence.

North region respondents were slightly more likely to self-report seat belt use than the other three regions, with the West region reporting the lowest percentage at under 90 percent. Respondents in the North region were least likely to have read, seen, or heard any seat belt enforcement messages over the summer but highest over the past year. However, respondents from the West region perceived a greater likelihood of receiving a citation for not using a seat belt.

With regard to speeding, drivers in the East region were more likely to say they exceed the speed limit on local roads and on highways. They also perceived the least threat of a speeding citation. As with seat belts and impaired driving, people in the West region indicated a greater perception of speed limit enforcement.

Figure 12. Impaired Driving Enforcement Awareness by Region

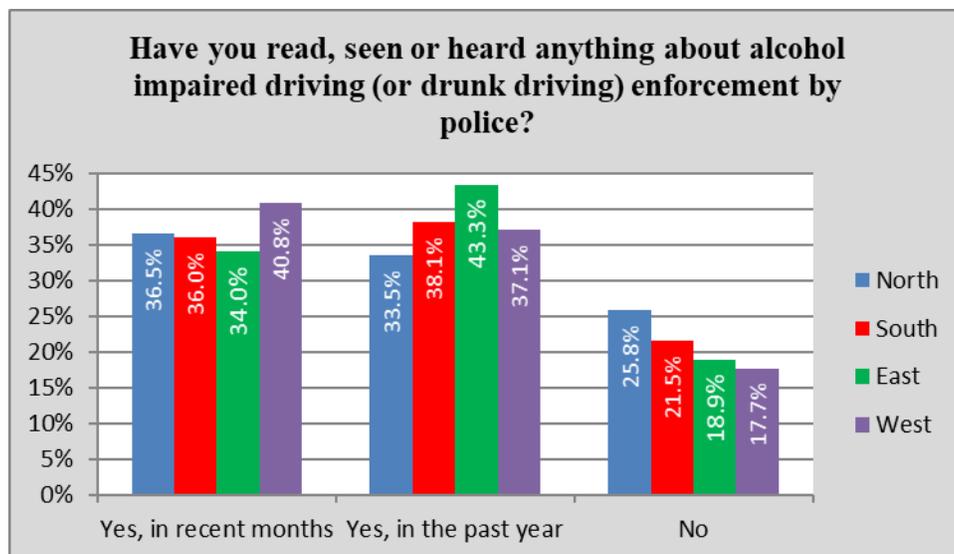


Figure 13. Impaired Driving Enforcement Perception by Region

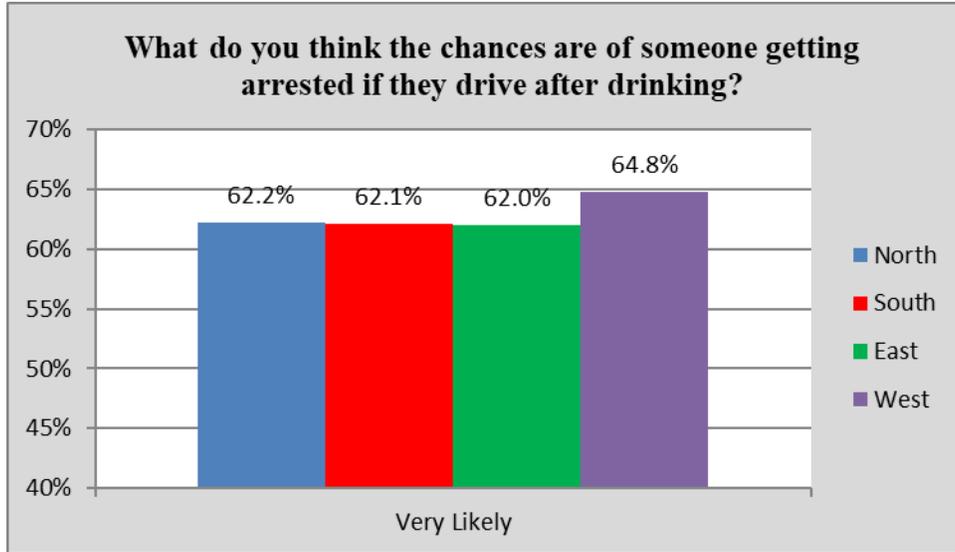


Figure 14. Self-reported Seat Belt Use by Region

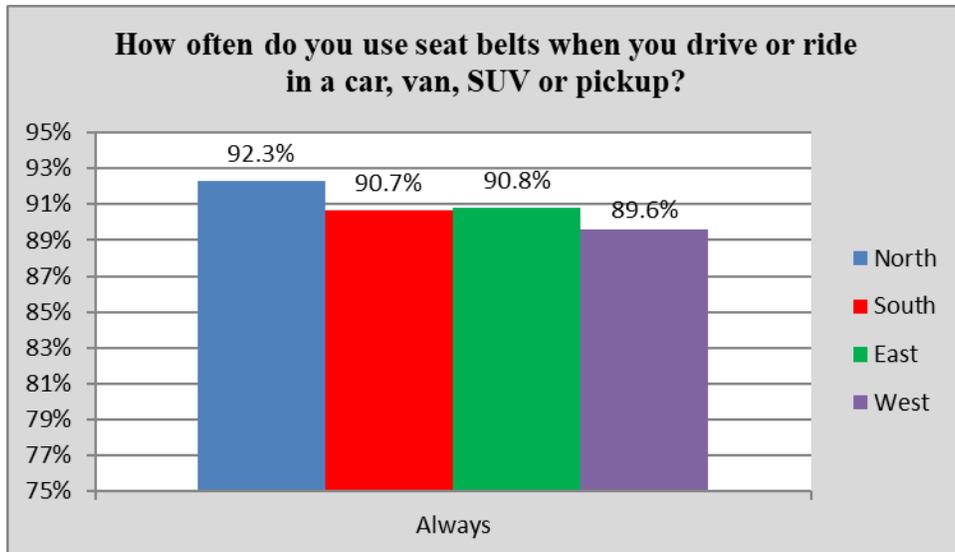


Figure 15. Seat Belt Enforcement Awareness by Region

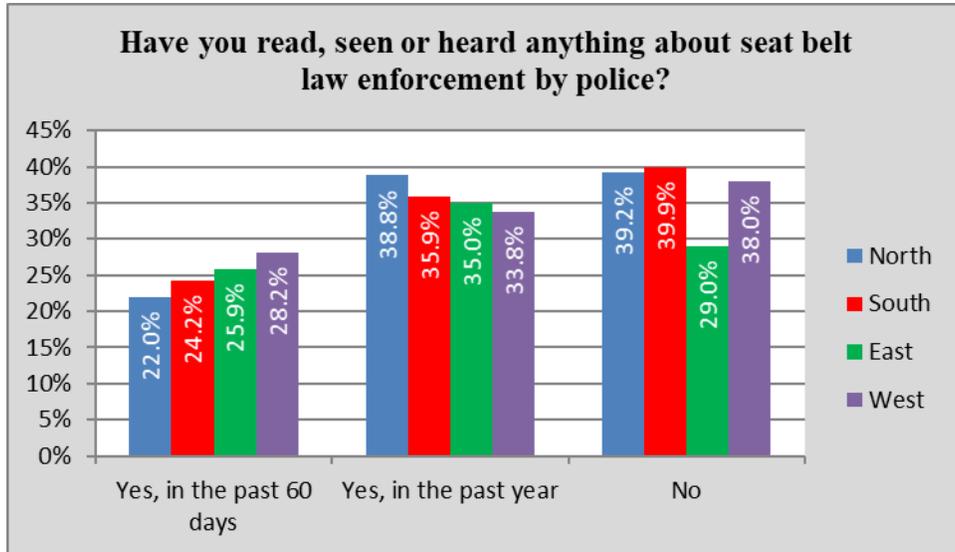


Figure 16. Seat Belt Enforcement Perception by Region

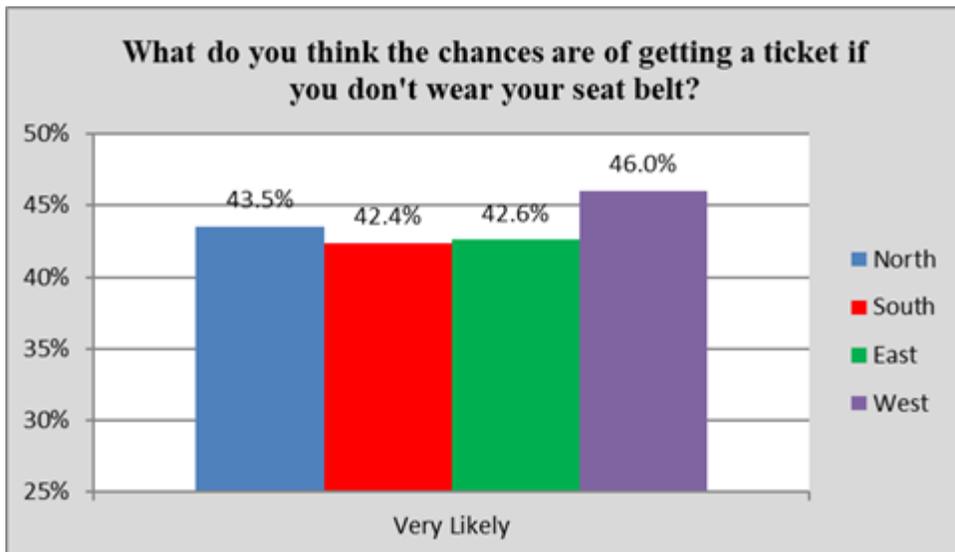


Figure 17. Self-reported Local Road Speeding

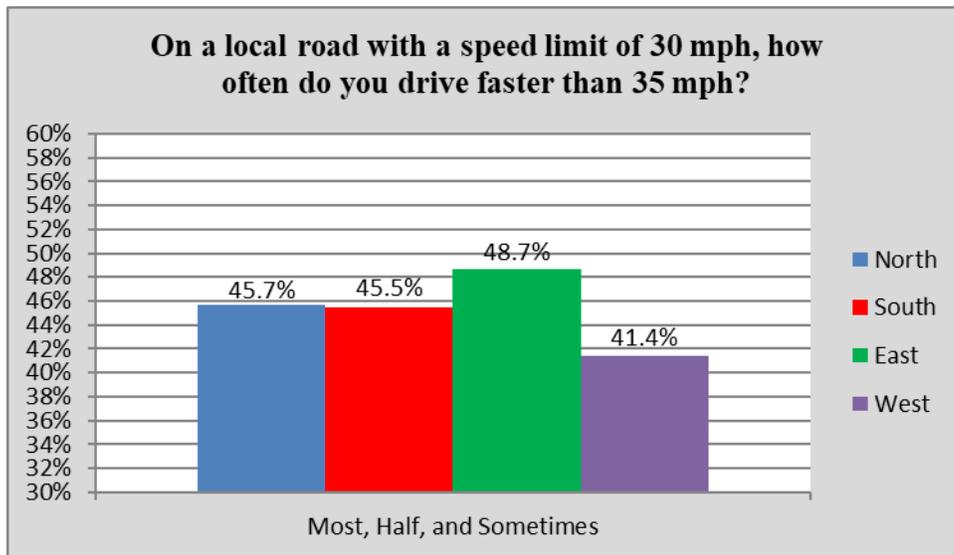


Figure 18. Self-reported Highway Speeding

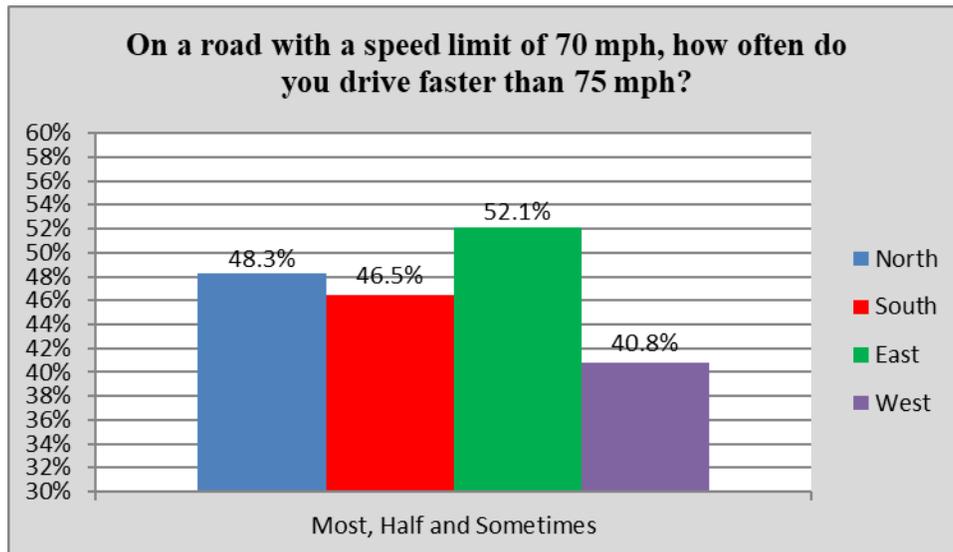


Figure 19. Speed Enforcement Perception by Region

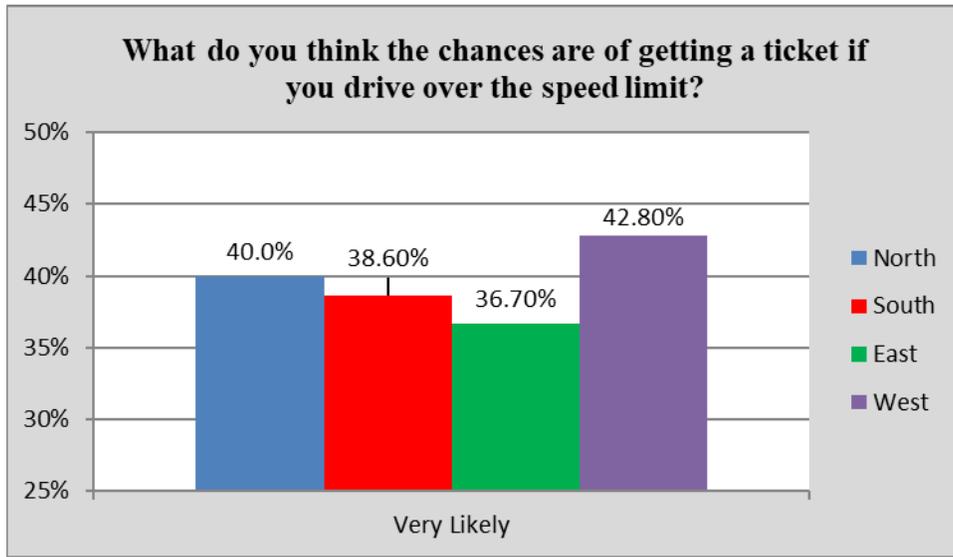
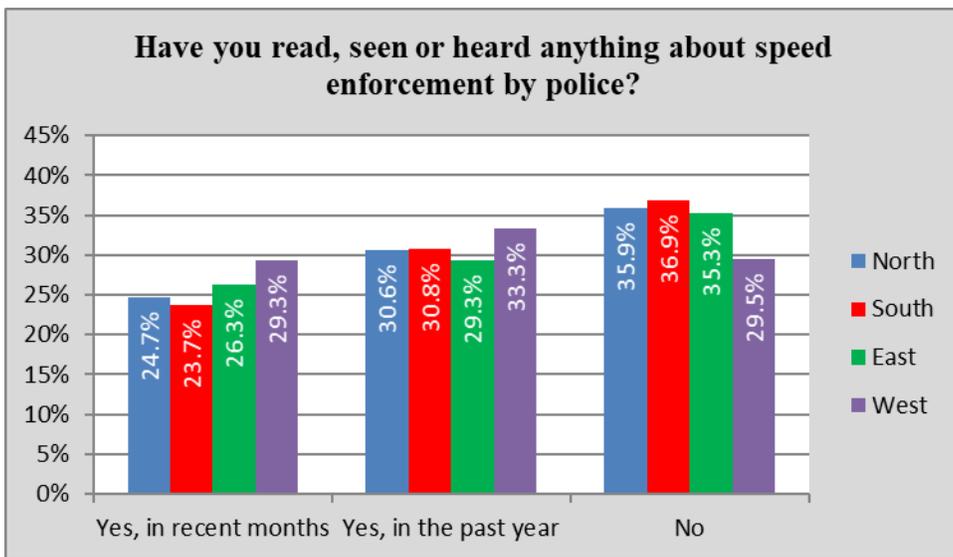


Figure 20. Speed Enforcement Awareness by Region



Historical Trend

The results for nine of the core questions for each year are presented in Figures 21-30, providing visuals for comparing Texas trends across the 10 years. A table with each of the response choice percentages for 2010 through 2020 is included as Appendix C.

Figure 21 indicates a fairly steady trend in the perception of strong enforcement of impaired driving laws, with perception of arrest over 90 percent each year. Awareness of the alcohol impaired driving enforcement message peaked in 2011 with 75.1 percent of the survey respondents saying they had read, seen or heard the message within the past 30 days (Figure 22). The graph in Figure 22 also depicts responses for those who checked they had read, seen or heard something about alcohol impaired driving enforcement within the past year, which this year was less than 40 percent and a significant drop from previous years.

Figure 23 shows the 10-year trend in the perception of seat belt enforcement, starting with a peak of 89.7 percent who said the chances of getting a ticket were very likely in 2010, and increasing from the low of 86.2 percent in 2013, back to 89.1 percent in 2015, and decreasing by a statistically non-significant degree to 88.8 percent in 2016. This year the percent of respondents perceiving the likelihood of a citation for seat belt noncompliance reached a new low of 84.4%. Self-reported belt-wearing behavior remained at the consistently high rate 98.9, similar to the past 10 years. (Figure 24). As expected, awareness of seat belt law enforcement dropped dramatically in the absence of the Click It or Ticket mobilization (see Figure 25). Of note is that the recall of heightened seat belt enforcement over the span of a year was consistent with the steady six year trend averaging 33.9 percent. However, one-third of the respondents could not recall exposure to a seat belt enforcement message over the past year, the largest “no” and “not sure” responses the survey has found.

Figures 27 and 28 each illustrate the percentages of drivers who say they often exceed the speed limit by at least five miles per hour. Self-reported speeding trended upward slightly during the five-year period of 2010 – 2014. However, the percent of respondents who said they rarely or never speed on local roads increased from 47.8 percent in 2014 to 54.0 percent in 2015 and has stayed in the over 50 percent range the past six years, increasing to the highest level of 57.8 percent who said they rarely or never speed on local roads last year. Self-reported speeding on local roads continued downward this year with a new low of 45.3 percent saying they rarely or never speed on local roads. The trend was also reversed in 2015 with regard to speeding on highways with speed limits of 70 miles per hour. After a four-year increase in those who said they often speed on highways by at least five miles per hour, the percentage dropped from 49.4 to 42.7 in 2015, stayed statistically equivalent previous four years at 43 to 45 percent, but increased to 46.8 percent this year. The perceived likelihood of receiving a ticket has remained in the low 90 percent range in nine of the 10 survey years but fell to under 90 percent in 2020 (Figure 29). Awareness of speed enforcement efforts throughout the 10-year survey period has been lower than other traffic safety enforcement efforts (Figure 30), with 18 to 21 percent in the past five years checking they had not read, seen or heard anything about speed enforcement during the year. This year the percent that had not read, seen or heard anything about speed enforcement year climbed to 34.3 percent.

Figure 21. What do you think the chances are of someone getting arrested if they drive after drinking?

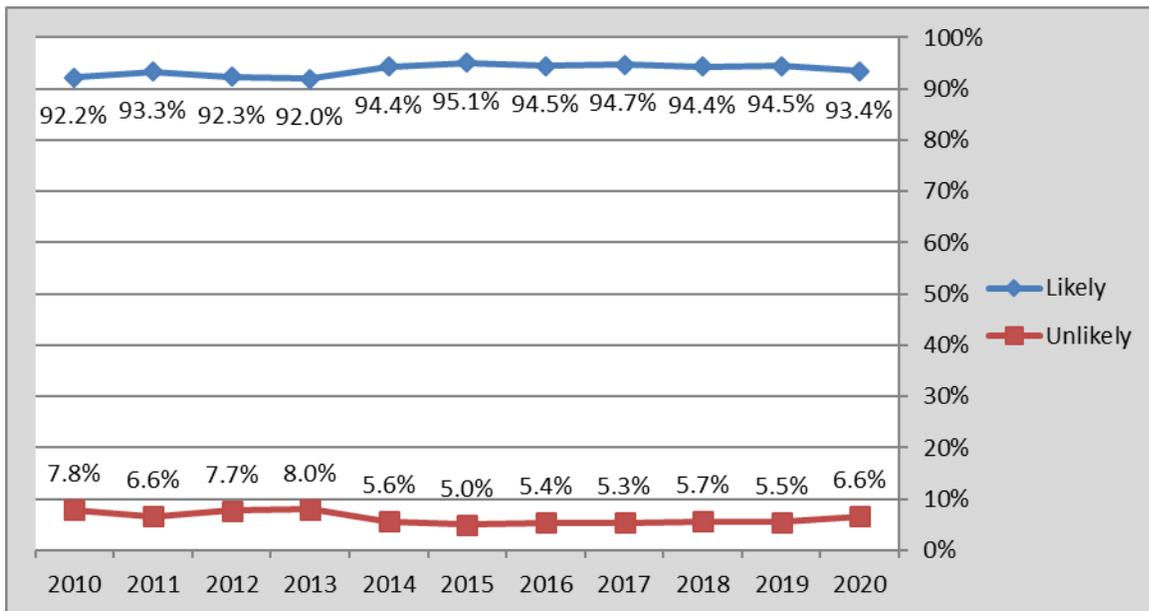


Figure 22. In recent months, have you read, seen or heard anything about alcohol impaired driving enforcement by police?

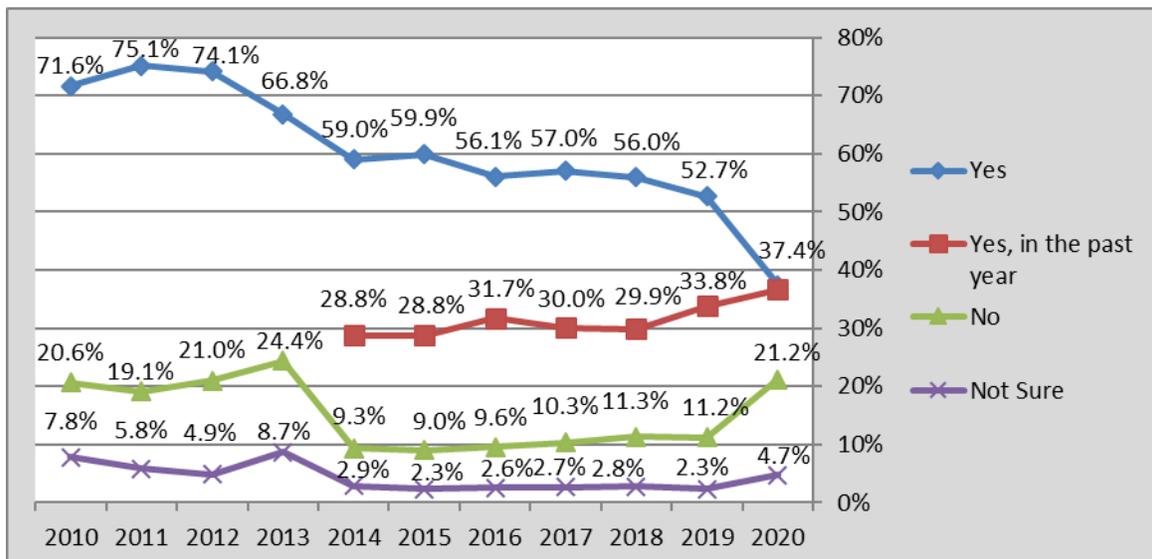


Figure 23. What do you think the chances are of getting a ticket if you don't wear your seat belt?

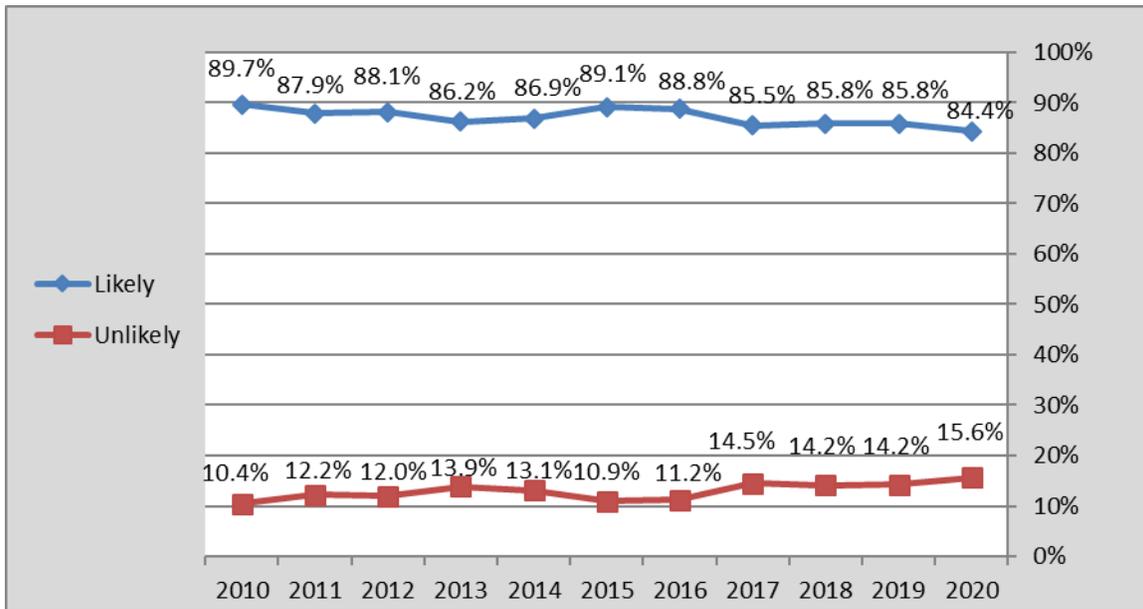


Figure 24. How often do you use seat belts when you drive or ride in a car, van, SUV or pickup?

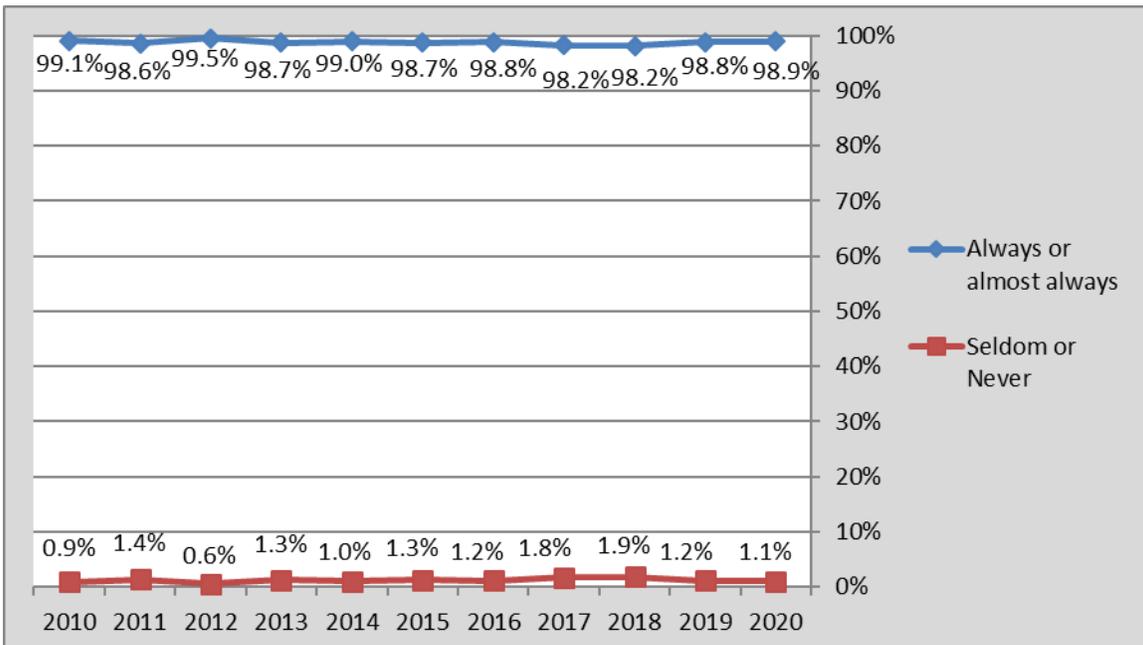


Figure 25. In recent months, have you read, seen or heard anything about seat belt law enforcement by police?

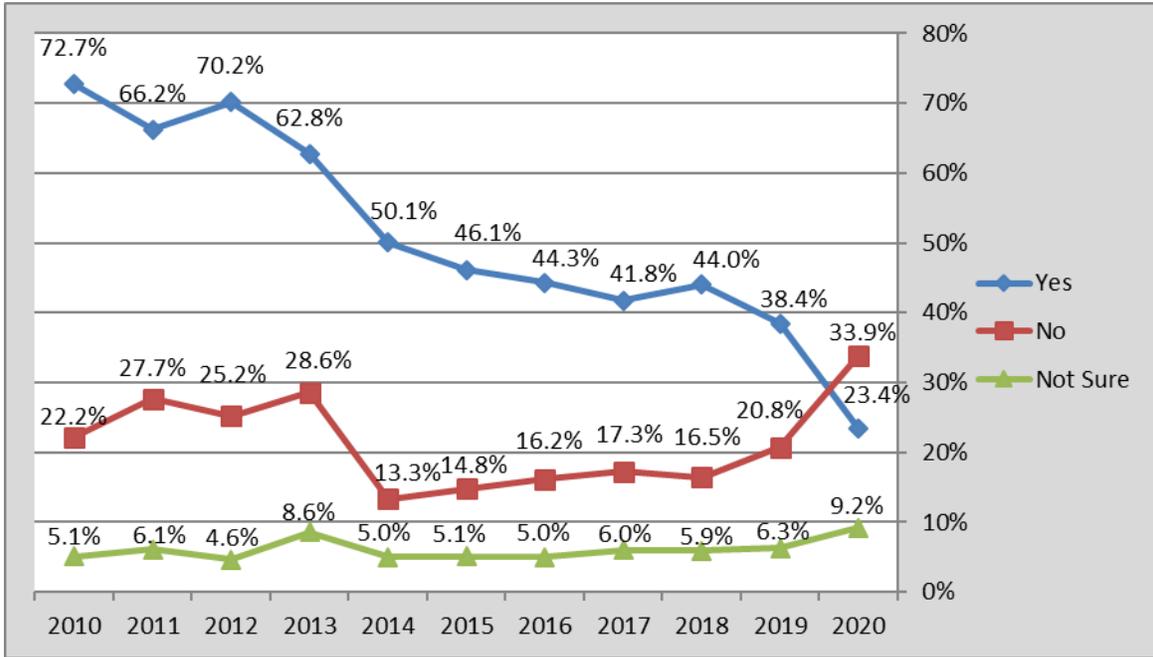


Figure 26. Have you read, seen or heard anything about speed enforcement by police?

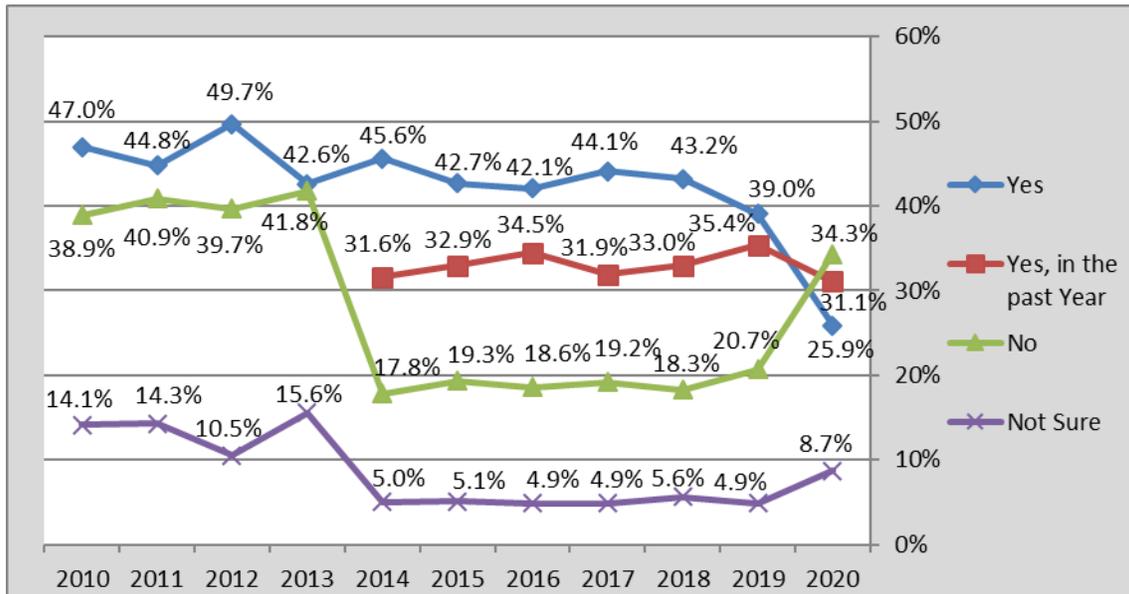


Figure 27. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

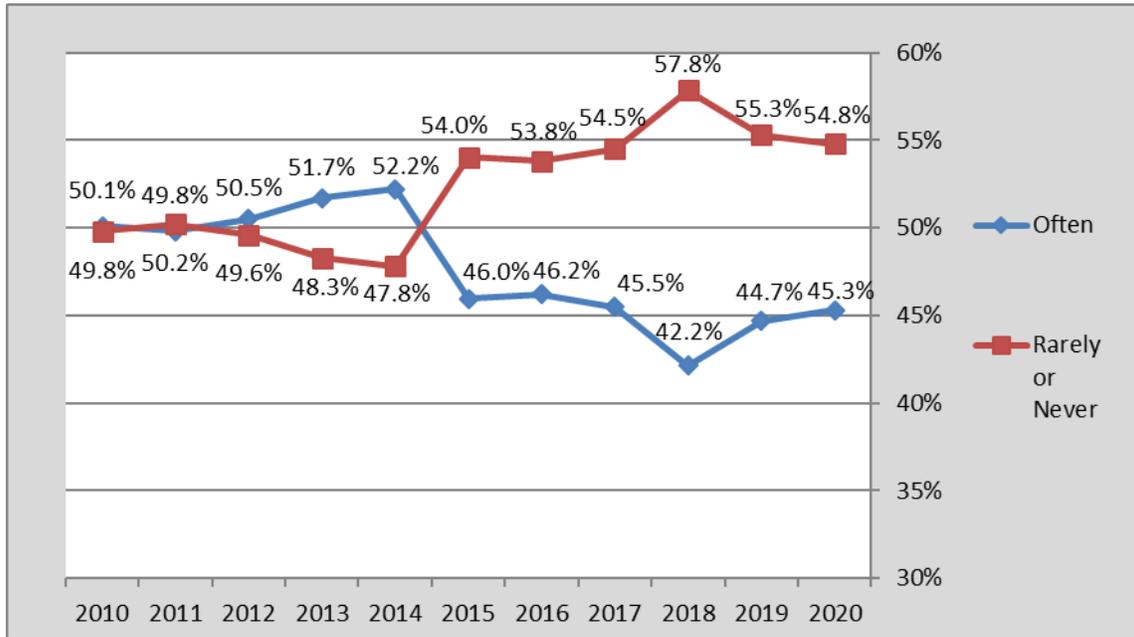


Figure 28. On a road with a speed limit of 70 mph, how often do you drive faster than 75 mph?

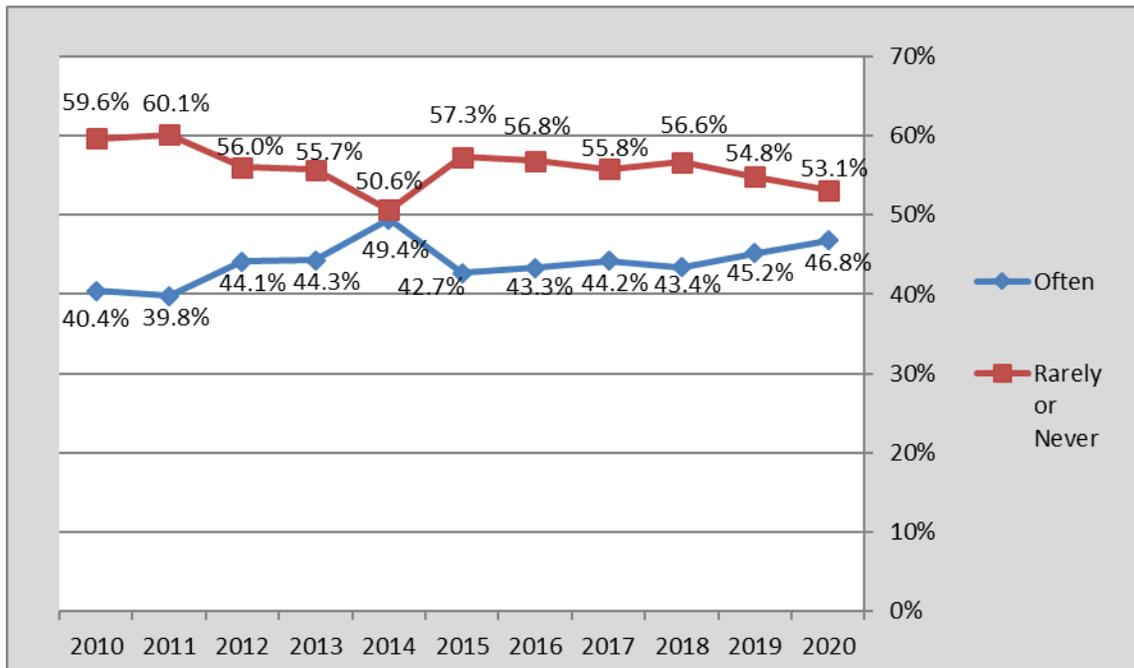


Figure 29. What do you think the chances are of getting a ticket if you drive over the speed limit?

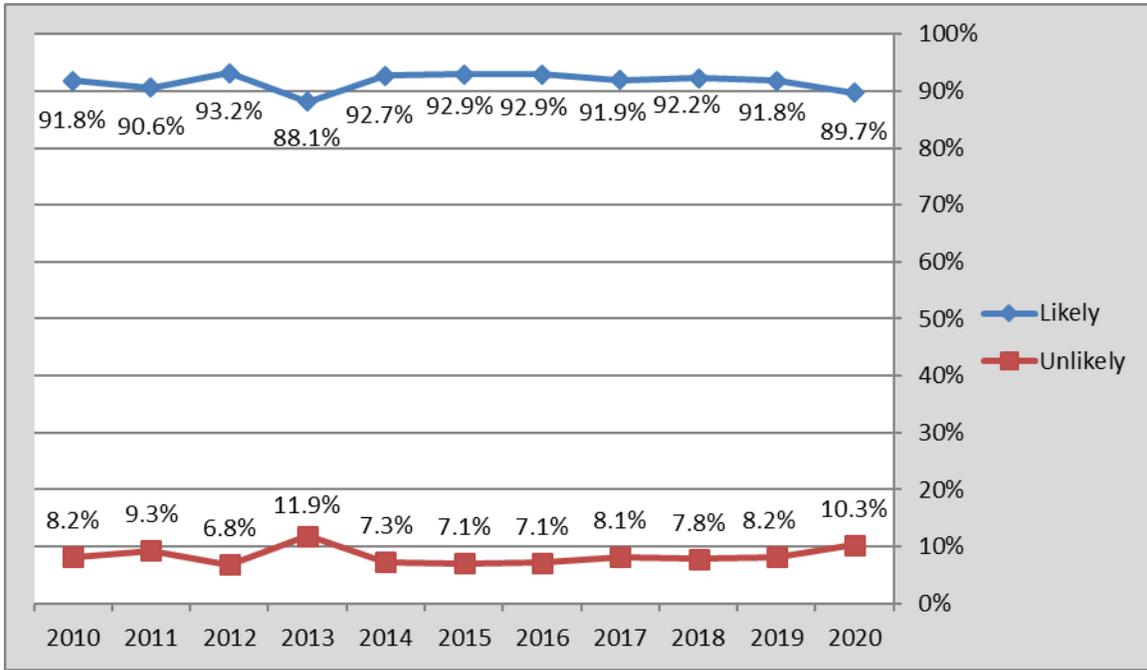
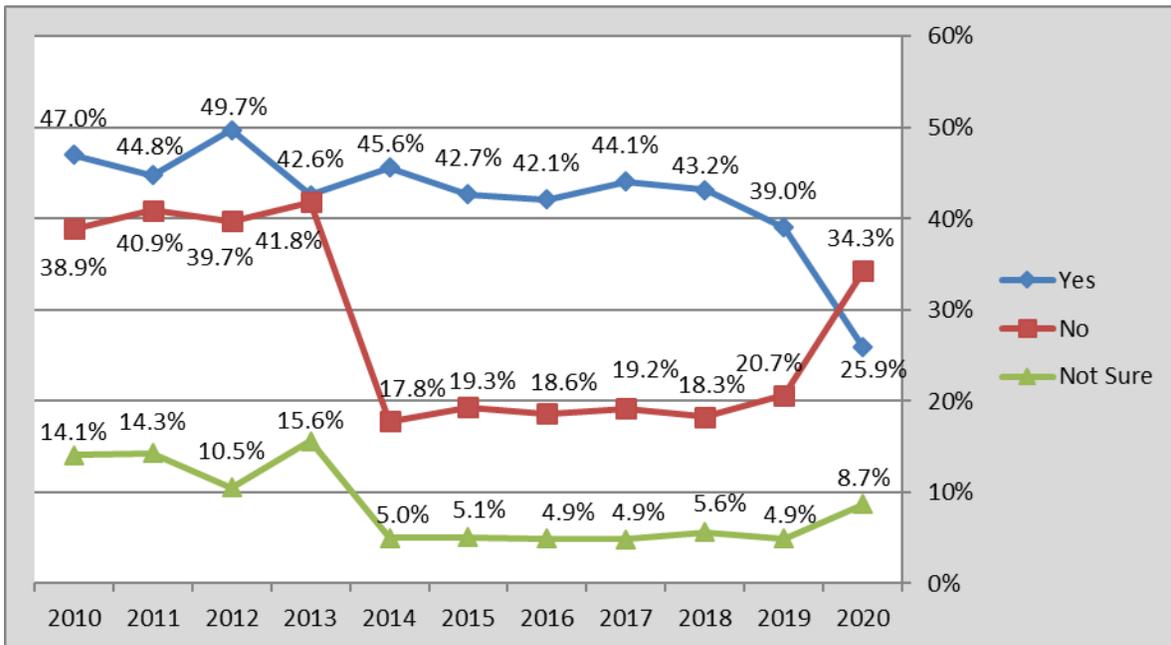


Figure 30. In the past 30 days, have you read, seen or heard anything about speed enforcement by police?

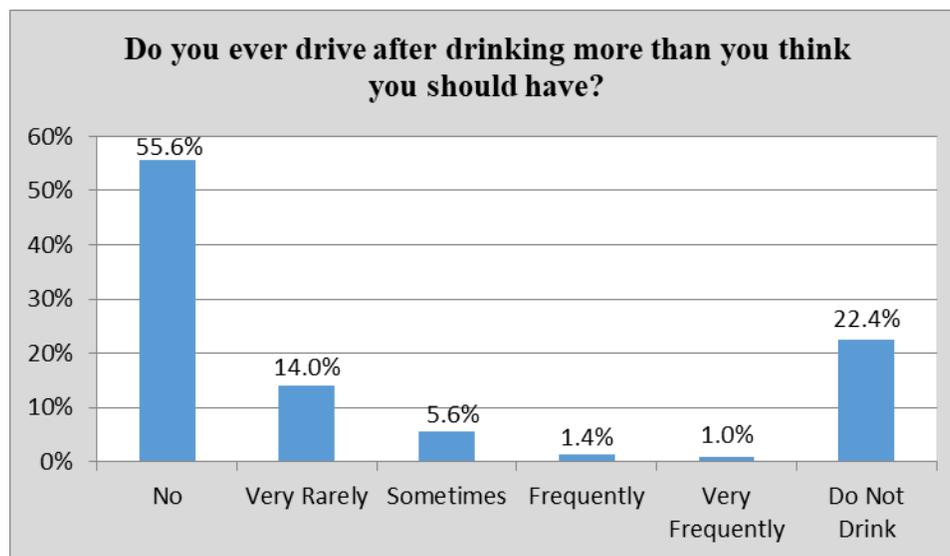


Texas-Specific Question Responses

The 2020 survey included three questions designed to gather additional data related to drinking and driving behavior and knowledge. Respondents were asked if they drive after drinking more than they should. This was based on their own assessment of what ‘more than they should’ would be.

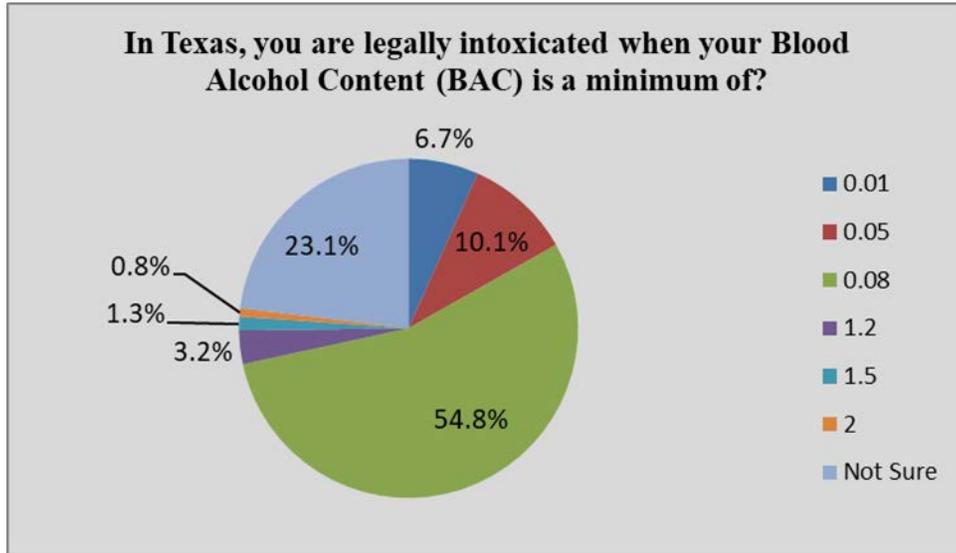
Over half (55.6 percent) of the respondents said they had not driven after drinking too much, 22.4 percent said they do not drink, and an additional 14.0 percent said they very rarely drove after drinking (see Figure 31). This means that 202 of the 2,515 respondents answering this question reported they sometimes (n=141), frequently (n=36), or very frequently (n=25) drive after having too much to drink.

Figure 31. Self-Reported Impaired Driving



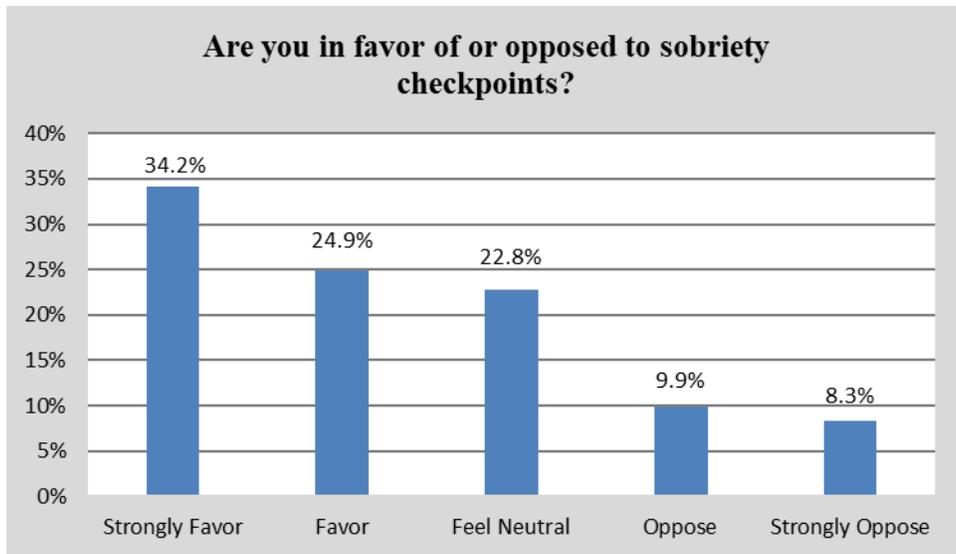
In Texas the legal limit for intoxication is .08 blood alcohol content (BAC). In 2020, 54.8 percent of the Texans surveyed selected the correct response choice for the legal intoxication question. Figure 32 also shows that 23.1 percent of the Texans surveyed were not sure of the legal BAC limit and 5.3 percent over-estimated the BAC limit.

Figure 32. Knowledge of BAC intoxication limit in Texas



Respondents were asked if they favor or oppose sobriety checkpoints in Texas. Sobriety checkpoints as commonly conducted in other states are not currently conducted in Texas. The survey results revealed that 59.1 percent were in favor of sobriety checkpoints, with 34.2 percent strongly in favor. As shown in Figure 33, 8.3 percent were strongly opposed to sobriety checkpoints, another 9.9 percent were opposed, and the remaining 22.8 percent were neutral on the subject.

Figure 33. Sobriety Checkpoints



Two questions were included to determine Texans' knowledge on the specifics of the texting ban and the seat belt law in Texas. For each question, one response was considered most correct. Figure 34 indicates that almost just over two-thirds (67.2 percent) of the respondents knew that there is a texting ban in Texas on all roads. Approximately nine percent thought the law does not apply in cities without an ordinance, and 17.9 percent indicated they were not sure what the current law is.

Figure 34. Texting Ban

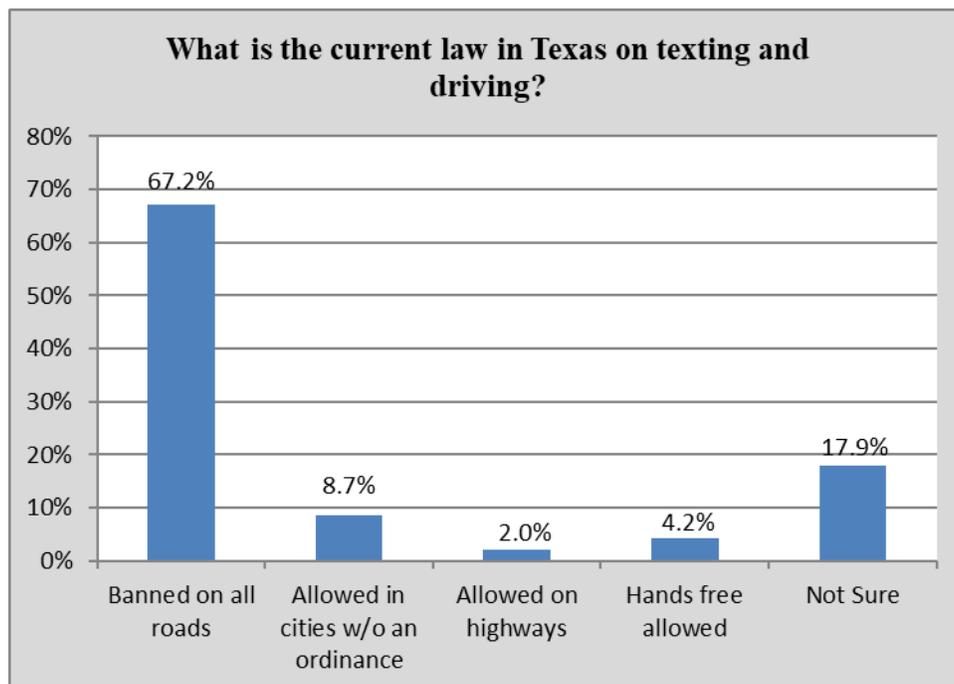
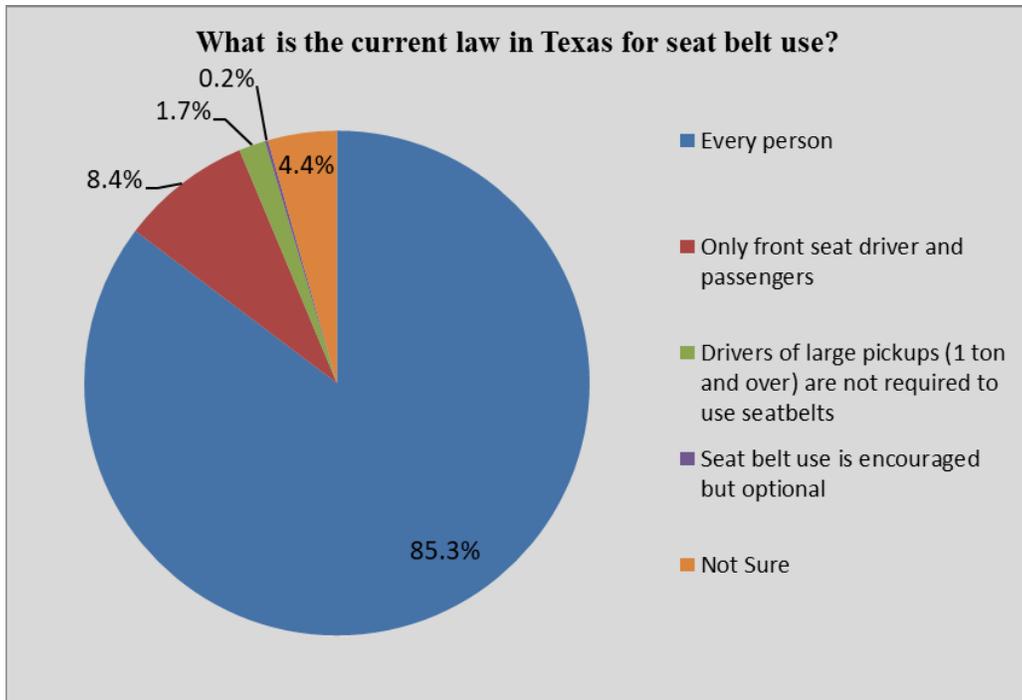


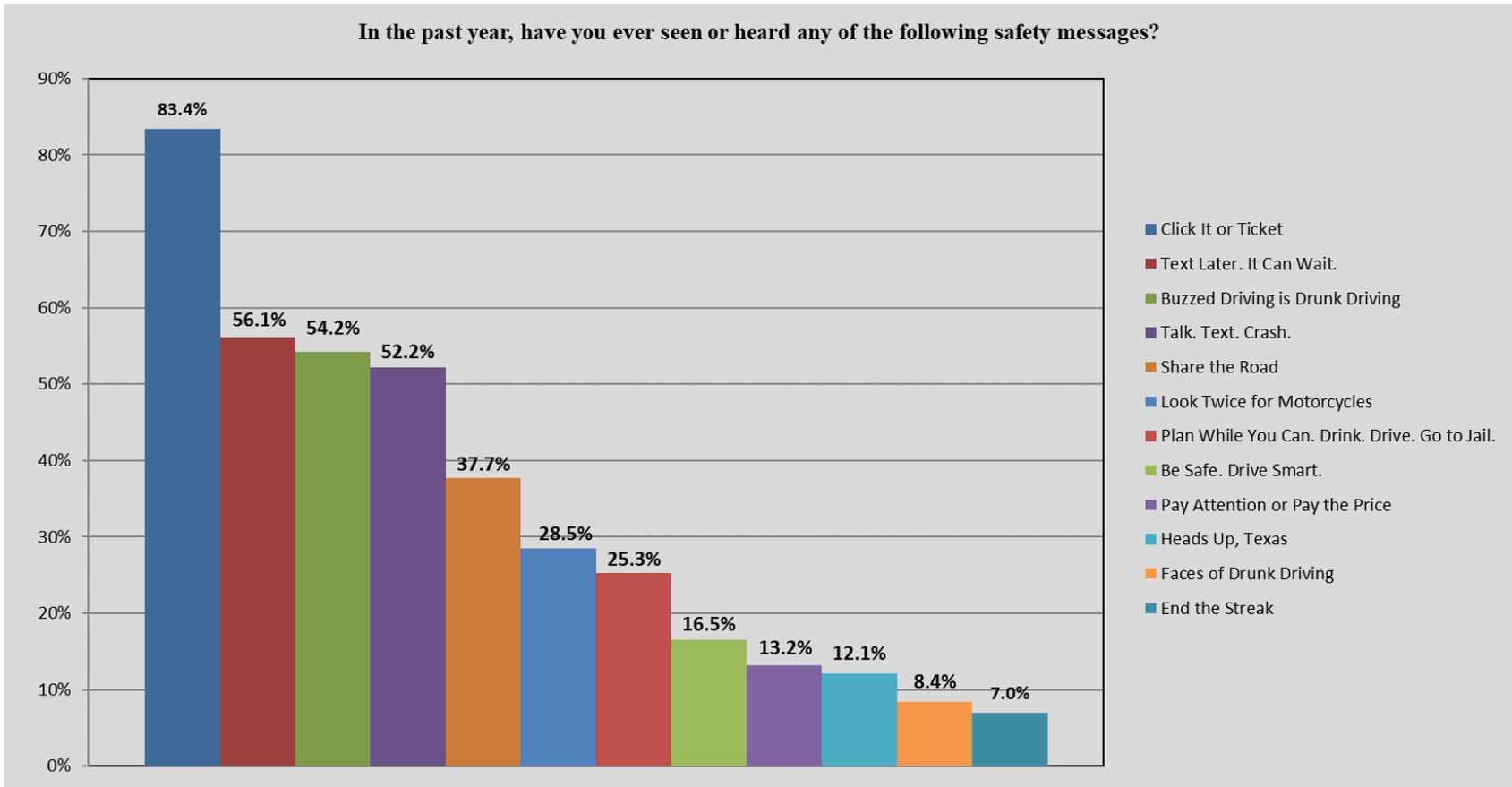
Figure 35 shows the breakdown of responses to the question regarding the seat belt law in Texas. The Texas mandatory seat belt law was amended in September, 2009 to include all occupants in all seating positions. Survey results indicate the public is relatively highly aware of the current requirements, as evidenced by the correct response by 85.3 percent of respondents and a Not Sure response by only 4.4 percent of those surveyed. Only five people thought seat belts are not required, but 210 people thought they are required only for front seat occupants in Texas.

Figure 35. Texas Seat belt Law



As in previous surveys, the 2020 survey included a question to measure the awareness of a variety of campaigns used recently to promote traffic safety in the state. Twelve campaign tag lines were presented and respondents were asked to check the ones they had heard. The graph shown in Figure 36 indicates that Click It or Ticket was the most recognized message, selected by 83.4 percent of the respondents, followed by Text Later. It Can Wait, selected by 56.1 percent of the respondents. The least recognized message was End the Streak, selected by 7.0 percent of the respondents.

Figure 36. Traffic Safety Campaign Message Recognition



Respondents were asked how often they had done a variety of behaviors related to traffic safety. Table 4 provides the percentages for each of the responses. Considering these responses, the most taboo behavior among the list is to drive without a seat belt, as 81.3 percent said they had never done so. Common driving behaviors self-reported as sometimes or regularly done by greater than 10 percent of respondents were speeding by 15mph over the speed limit on freeways/highways (15.3 percent), rolled through a stop sign without coming to a complete stop (13.4 percent), read or sent text messages while driving (14.2 percent) and driven while very sleepy (11.9 percent).

The most widely reported behavior was using a cell phone while driving, reported as a regular/sometimes behavior by 25.4 percent of the respondents. However, this percentage is markedly less than the 33.7 percentage reported in 2019.

Table 4. Driving Behaviors

In the past 30 days, how often have you done the following?	% Regularly	% Sometimes	% Rarely	% Just Once	% Never
Driven without using seat belt	3.6	3.9	7.6	3.6	81.3
Allowed people to ride in your vehicle without using a seatbelt	2.6	6.3	8.9	4.0	78.2
Ridden as a passenger without using seat belt	2.6	6.1	8.8	5.2	77.3
Driven 15mph over the speed limit on a freeway/highway	4.0	11.3	18.3	7.8	58.6
Driven 15mph over the speed limit on a residential street	2.7	5.1	12.5	4.5	75.2
Driven through a light just turned red when could have stopped	2.2	7.1	19.3	13.1	58.3
Driven through a stop sign	3.4	11.0	21.6	10.0	54.0
Driven while very sleepy	2.5	9.4	19.8	9.6	58.6
Talked on cell phone while driving	6.1	19.3	23.2	8.2	43.2
Read or sent text messages or emails while driving	3.4	10.8	18.6	7.8	59.4

A follow-up question was asked to determine if mobile communication device use and drinking and driving behavior had decreased by respondents and if so, what factors were related to the change in behavior. Of the 2,515 people who answered the question regarding cell phone use, 3.5 percent checked they had not been influenced to use cell phones less while driving. Another 16.2 percent said they did not use a cell phone while driving. For those who said they had been influenced to use a cell phone less while driving, two-thirds (66.6 percent) selected “fear of injury to self or others” as the reason. The least often cited influencer (9.0 percent) was employee policy (Figure 37).

Of the 2,514 people who responded to the question regarding reasons for not drinking and driving or for stopping drinking and driving, 3.5 percent said they had not been influenced to drink and drive less. Figure 38 shows that for those who had stopped or do not drink and drive, the most prevalent reason was the fear of being involved in a wreck due to the affect of drinking on their driving (69.2 percent) Next most influential factor was fear of injury to themselves or others (63.9 percent). Almost half of the sample (47.6 percent) said they do not drink and drive.

Figure 37. Reasons for Using Cell Phones Less

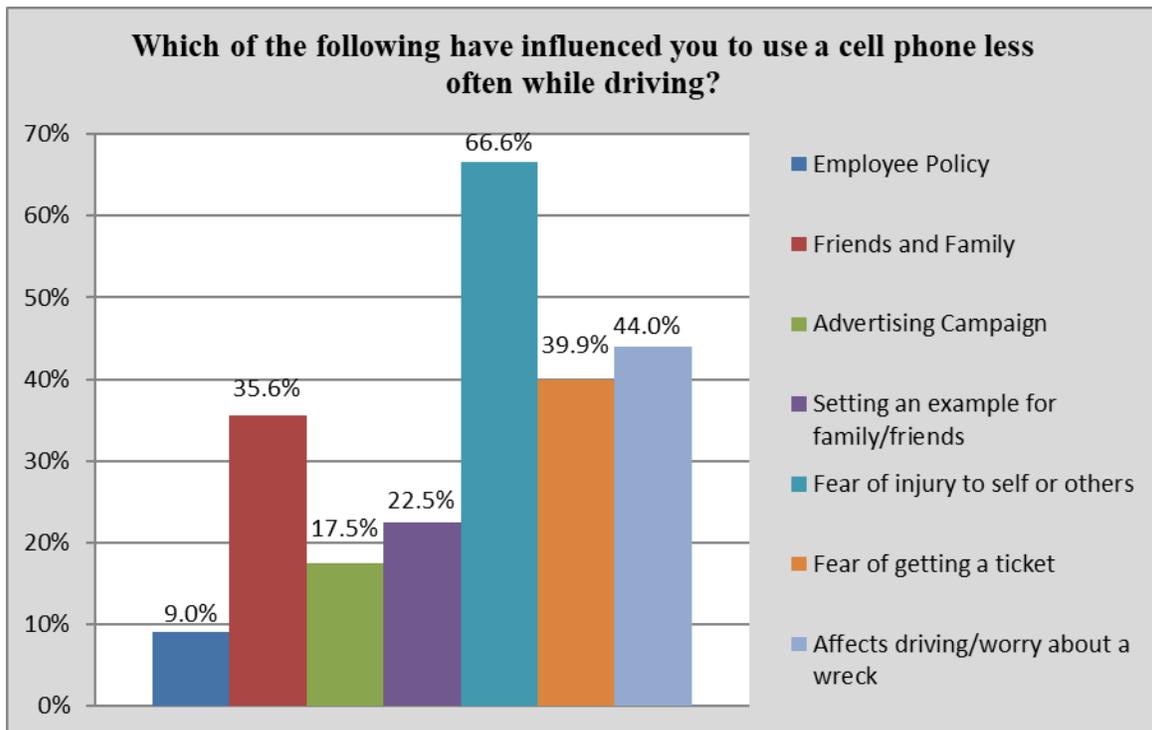
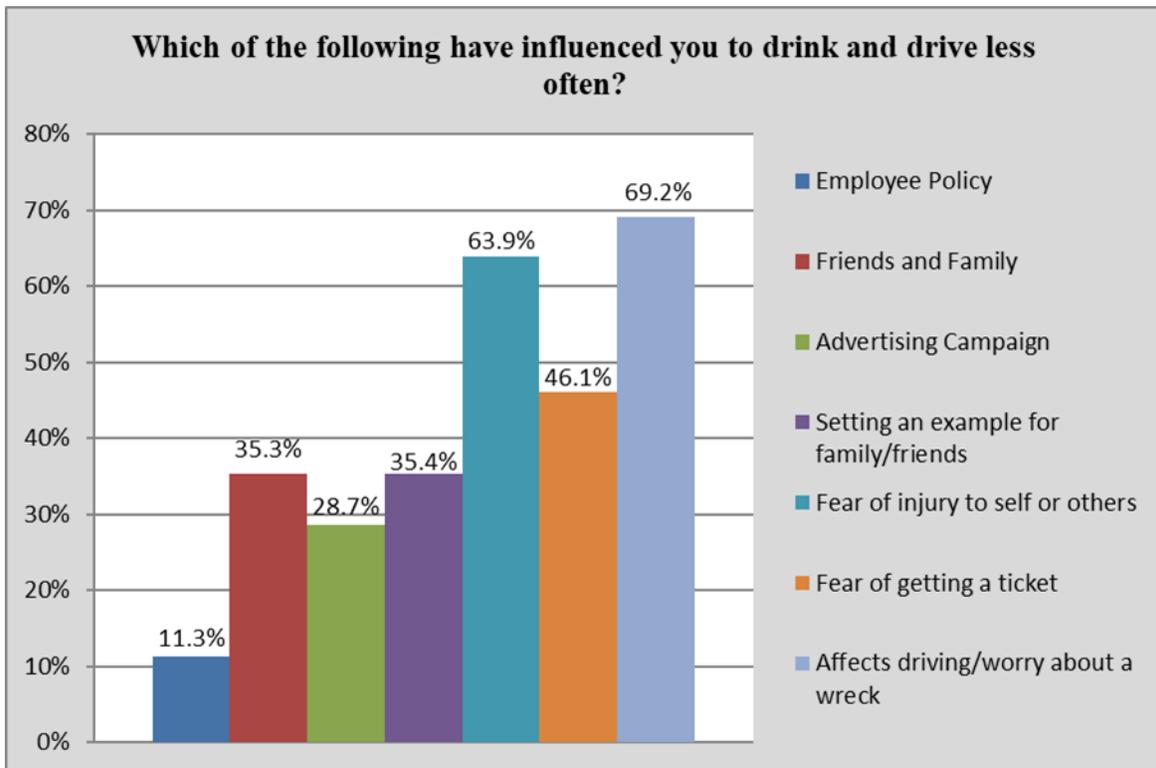


Figure 38. Reasons for Drinking and Driving Less



SIGNIFICANT CHANGES IN 2020 COMPARED TO 2019

Comparison of 2020 survey results to 2019 should be made with some caution as the samples were obtained differently. The 2020 sample, as described above is distributed across entire regions as opposed to two survey locations in each region for prior surveys. Nevertheless, the questions were the same and the sample sizes were equivalent, so comparisons are not entirely counterproductive. Future surveys that use the online survey panel will be more comparable to 2020. This section is intended to demonstrate similarities and differences in the two years, with the caveat that previous years generated a less geographically representative sample by being limited to DL offices in two cities.

Responses to the core questions were analyzed in comparison to responses to the questions in common on the 2019 survey to determine if any significant changes occurred. With the disruption of traffic safety outreach programs due to the pandemic it is not surprising that significant changes were found this year in awareness of programs and perception of enforcement. Specifically, recent increased enforcement of seat belt, speed, and impaired driving laws were all significantly lower in the public recall than in 2019. However, the awareness of seat belt and impaired driving enforcement of the span of a year did not change significantly. Furthermore, the likelihood of getting a ticket for not wearing a seat belt also did

not change; nor did self-reported seat belt use. Self-reported speeding behavior was not significantly different from 2019.

With regard to other Texas specific questions, the following comparisons of 2019 results with prior years' results are noted:

- Click It or Ticket remains the most widely recognized campaign among the 12 presented. Text Later. It Can Wait was, as in 2019, second in recognition at 56.1 percent and much lower than the 76.0 percent recognition of 2019. Last year's newest campaign, End the Streak increased to seven percent this year from only 2.5 percent of the 2019 sample. Nine of the previously tested campaigns were recognized by lower percentages of the respondents, with the three notable exceptions of Talk. Text. Crash., End the Streak, and Buzzed Driving is Drunk Driving.
- Texans remain unsure of the minimum BAC level that is defined as intoxication in Texas, with almost one-quarter (23.1 percent) checking the Not Sure response. Additionally, despite the third year of a statewide ban on texting and driving, almost 18 percent of the survey respondents checked Not Sure as to what the law covers. In contrast, the seat belt law is widely known, with 85.3 percent checking the correct response and only 4.4 percent checking the Not Sure response.

SUMMARY OF KEY FINDINGS

- The Click It or Ticket message was the most highly recognized of 12 traffic safety campaign messages.
- Awareness of messages about recent seat belt, speed, and impaired driving enforcement was significantly lower this year than previous years, as was expected due to decreased activity.
- Respondents in the East region of the state were more aware of campaigns and enforcement efforts in general over the past year than respondents in the other three regions. Respondents in the West regions, in general, had a higher perception of enforcement of seat belt, impaired driving, and speeding laws, but were slightly less likely to comply with them than respondents in other regions, according to responses on self-reported behavior.
- Impaired driving enforcement campaign messages are seen and heard by Texas drivers, as evidenced by the majority (74 percent) of Texans surveyed who said they had read, seen or heard an impaired driving message within the past year.
- Most Texas drivers (62.7 percent) believe it is very likely that impaired drivers will be arrested.

- Almost a (23.1 percent) quarter of the survey respondents were not sure of the legal BAC limit for intoxication in Texas, with an additional 22.1 percent selecting an incorrect response.
- Self-reported cell phone use among drivers is most common relative to other traffic safety risk behaviors. Over 25 percent (25.4 percent) of respondents said they had sometimes or regularly talked on their cell phone while driving during the past month. However, talking on a cell phone while driving decreased significantly from the 33 percent use reported in 2019.
- Self-reported texting while driving decreased this year from 19.7 percent in 2019 to 14.2 percent in 2020 that reported they regularly or sometimes read or sent text messages while driving.
- The most often cited influence on reducing cell phone use is fear of injury to self or others. The most often cited influence on reducing impaired driving is concern over being in a crash due to impairment effects. The least often cited influence for both was an employer policy.
- Exceeding the speed limit continues to be common practice, as self-reported by approximately 45 percent of respondents at least sometimes or more often on local roads and on highways.

APPENDIX A: Questionnaire and 2020 Responses

1. What type of vehicle do you drive most often?	None, I do not drive 7.4%	Passenger Car 44.0%	Pickup 13.3%	SUV 29.2%	Van 2.9%	Motorcycle 0.6%	Other 2.5%	
2. Have you read, seen or heard anything about seat belt law enforcement by police?	Yes, in recent months 23.4%		Yes, in the past year 33.5%		No 33.9%	Not Sure 9.2%		
3. Have you read, seen or heard anything about speed enforcement by police?	Yes, in recent months 25.9%		Yes, in the past year 31.1%		No 34.3%	Not Sure 8.7%		
4. Have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?	Yes, in recent months 37.4%		Yes, in the past year 36.6%		No 21.2%	Not Sure 4.7%		
5. How often do you use seat belts when you drive or ride in a car, van, SUV or pickup?	Always 90.9%	Nearly Always 5.6%	Sometimes 2.4%	Seldom 0.4%	Never 0.8%			
6. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?	Most of the time 9.7%	About half of the time 11.4%	Sometimes 24.2%	Rarely 36.4%	Never 18.4%			
7. On a road with a speed limit of 70 mph, how often do you drive faster than 75 mph?	Most of the time 11.3%	About half of the time 12.5%	Sometimes 23.0%	Rarely 28.8%	Never 24.3%			
8. What do you think the chances are of getting a ticket if you don't wear your seat belt?	Very Likely 43.6%	Somewhat Likely 24.1%	Likely 16.7%	Unlikely 11.1%	Very Unlikely 4.6%			
9. What do you think the chances are of getting a ticket if you drive over the speed limit?	Very Likely 41.3%	Somewhat Likely 29.9%	Likely 18.5%	Unlikely 7.1%	Very Unlikely 3.2%			
10. What do you think the chances are of someone getting arrested if they drive after drinking?	Very Likely 62.7%	Somewhat Likely 21.0%	Likely 10.6%	Unlikely 4.0%	Very Unlikely 2.6%			
11. Are you in favor of or opposed to sobriety checkpoints (where drivers are stopped briefly by police to check for alcohol impaired driving)?	Strongly Favor 34.2%	Favor 24.9%	Feel Neutral 22.8%	Oppose 9.9%	Strongly Oppose 8.3%			
12. In Texas, you are legally intoxicated when your Blood Alcohol Content (BAC) is a minimum of?	.01 6.7%	.05 10.1%	.08 54.8%		1.20 3.2%	1.50 1.3%	2.0 0.8%	Not Sure 23.1%
13. Do you ever drive after drinking more than you think you should have?	No 55.6%	Very Rarely 14.0%	Sometimes 5.6%	Frequently 1.4%	Very Frequently 1.0%		Do Not Drink 22.4%	
14. In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?	Number of times (fill in) 15.2%	None, I do not drink 29.5%			None, I do not drink & drive 55.3%			

15. In the past year, have you ever seen or heard any of the following safety messages? [Check all that apply.]

83.4% Click It or Ticket 7.0% End the Streak 8.4% Faces of Drunk Driving
52.2% Talk. Text. Crash. 13.2% Pay Attention or Pay... 54.2% Buzzed Driving is...
37.7% Share the Road 16.5% Be Safe. Drive Smart. 28.5% Look Twice for Motorcycles
56.1% Text Later. It can wait. 12.1% Heads Up, Texas 25.3% Plan While You Can...

16. What is the current law in Texas on texting and driving? (Please check the one most correct answer.)

67.2% Texting while driving is banned on all roads in Texas
8.7% Texting while driving is allowed in cities that have not passed a local ordinance against it
2.0% Texting while driving is allowed on highways but banned on city streets
4.2% Texting while driving is allowed if your device you are typing on is not held in your hand
17.9% Not Sure

17. What is the current law in Texas for seatbelt use? (Please check the one most correct answer.)

85.3% Every person in the vehicle is required to use seatbelts
8.4% Only front seat driver and passengers are required to use seatbelts
1.7% Drivers of large pickups (1 ton and over) are not required to use seatbelts
0.2% Seatbelt use is encouraged but optional in Texas
4.4% Not Sure

18. In the past 30 days, how often have you done the following?

	Regularly	Sometimes	Rarely	Just Once	Never
Driven without using your seatbelt	3.6%	3.9%	7.6%	3.6%	81.3%
Allowed people to ride in your vehicle without using a seatbelt	2.6%	6.3%	8.9%	4.0%	78.2%
Ridden as a passenger without using your seatbelt	2.6%	6.1%	8.8%	5.2%	77.3%
Driven 15 mph over the speed limit on a freeway or highway	4.0%	11.3%	18.3%	7.8%	58.6%
Driven 15 mph over the speed limit on a residential street	2.7%	5.1%	12.5%	4.5%	75.2%
Driven through a light just turned red when you could have stopped	2.2%	7.1%	19.3%	13.1%	58.3%
Rolled through a stop sign without coming to a complete stop	3.4%	11.0%	21.6%	10.0%	54.0%
Driven when you were feeling very sleepy	2.5%	9.4%	19.8%	9.6%	58.6%
Talked on your cell phone while you were driving	6.1%	19.3%	23.2%	8.2%	43.2%
Read or sent a text message or email while you were driving	3.4%	10.8%	18.6%	7.8%	59.4%

19. Which of the following have influenced you? Check all that apply:

	Employee Policy	Friends and Family	Advertising Campaign	Setting an example for family/friends	Fear of injury to self or others	Fear of getting a ticket	Affects driving/worry about a wreck
To use a cell phone less often while driving	9.0%	35.6%	17.5%	22.5%	66.6%	39.9%	44.0%
To drink and drive less often	11.3%	35.3%	28.7%	35.4%	63.9%	46.1%	69.2%

3.5% None of the above -- I have not been influenced to use a cell phone less while driving

3.5% None of the above -- I have not been influenced to drink and drive less

16.2% I do not use a cell phone while driving 47.6% I do not drink and drive

20. What is your age? 9.0% 18–21 18.9% 22–30 31.4% 31–45 28.1% 46–65 12.5% Over 65

21. What is your race/ethnicity? 59.0% White 10.8% Black 22.2% Hispanic 5.4% Asian 1.4% Other

22. What is your gender? 45.5% Male 54.5% Female

23. What is the highest level of education you have completed? 25.3% High School or less 34.2% Some college, Associate degree, or technical school 27.0% College Degree 13.5% Advanced degree **24. What is your zip code?** 948 unique zip codes from all surveys

APPENDIX C: CORE QUESTION RESPONSE PERCENTAGES BY YEAR

Have you read, seen or heard anything about seat belt law enforcement by police?					
	Yes, in recent months	Yes, in the past year	Combined Yes	No	Not Sure
2010	72.7%	N/A	72.7%	22.2%	5.1%
2011	66.2%	N/A	66.2%	27.7%	6.1%
2012	70.2%	N/A	70.2%	25.2%	4.6%
2013	62.8%	N/A	62.8%	28.6%	8.6%
2014	50.1%	31.6%	81.7%	13.3%	5.0%
2015	46.2%	34.1%	80.3%	14.7%	5.1%
2016	44.3%	34.5%	78.8%	16.2%	5.0%
2017	41.8%	35.0%	76.8%	17.3%	6.0%
2018	44.0%	33.6%	77.6%	16.5%	5.9%
2019	38.4%	34.5%	72.9%	20.8%	6.3%
2020	23.4%	33.5%	56.9%	33.9%	9.2%
Have you read, seen or heard anything about speed enforcement by police?					
	Yes, in recent months	Yes, in the past Year	Combined Yes	No	Not Sure
2010	47.0%	N/A	47.0%	38.9%	14.1%
2011	44.8%	N/A	44.8%	40.9%	14.3%
2012	49.7%	N/A	49.7%	39.7%	10.5%
2013	42.6%	N/A	42.6%	41.8%	15.6%
2014	45.6%	31.6%	77.2%	17.8%	5.0%
2015	42.7%	32.9%	75.6%	19.3%	5.1%
2016	42.1%	34.5%	76.6%	18.6%	4.9%
2017	44.1%	31.9%	76.0%	19.2%	4.9%
2018	43.2%	33.0%	76.2%	18.3%	5.6%
2019	39.0%	35.4%	74.4%	20.7%	4.9%
2020	25.9%	31.1%	57.0%	34.3%	8.7%
Have you read, seen or heard anything about alcohol impaired driving...enforcement by police?					
	Yes, in recent months	Yes, in the past year	Combined Yes	No	Not Sure
2010	71.6%	N/A	71.6%	20.6%	7.8%
2011	75.1%	N/A	75.1%	19.1%	5.8%
2012	74.1%	N/A	74.1%	21.0%	4.9%
2013	66.8%	N/A	66.8%	24.4%	8.7%
2014	59.0%	28.8%	87.8%	9.3%	2.9%
2015	60.0%	28.8%	88.8%	8.9%	2.3%
2016	56.1%	31.7%	87.8%	9.6%	2.6%
2017	57.0%	30.0%	87.0%	10.3%	2.7%
2018	56.0%	29.9%	85.9%	11.3%	2.8%

2019	52.7%	33.8%	86.5%	11.2%	2.3%
2020	37.4%	36.6%	74.0%	21.2%	4.7%
What do you think the chances are of getting a ticket if you don't wear your seat belt?					
	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
2010	48.1%	19.9%	21.7%	6.9%	3.5%
2011	47.8%	19.0%	21.1%	7.5%	4.7%
2012	47.4%	22.5%	18.2%	7.3%	4.7%
2013	47.5%	18.2%	20.5%	8.9%	5.0%
2014	51.9%	18.7%	16.3%	9.2%	3.9%
2015	53.8%	18.0%	17.3%	6.8%	4.1%
2016	53.6%	17.0%	18.2%	7.5%	3.7%
2017	51.1%	16.4%	18.0%	9.6%	4.9%
2018	49.6%	16.9%	19.3%	8.7%	5.5%
2019	48.5%	17.1%	20.2%	9.2%	5.0%
2020	43.6%	24.1%	16.7%	11.1%	4.6%
What do you think the chances are of getting a ticket if you drive over the speed limit?					
	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
2010	41.3%	27.0%	23.5%	5.8%	2.4%
2011	43.1%	25.4%	22.1%	6.9%	2.4%
2012	41.9%	29.7%	21.6%	4.6%	2.2%
2013	43.6%	22.7%	21.8%	8.6%	3.3%
2014	47.4%	27.0%	18.3%	5.1%	2.2%
2015	52.1%	22.7%	18.2%	4.6%	2.5%
2016	50.6%	23.3%	19.0%	4.7%	2.4%
2017	51.3%	22.4%	18.1%	5.7%	2.4%
2018	48.8%	25.3%	18.1%	5.1%	2.7%
2019	48.8%	23.6%	19.4%	5.7%	2.5%
2020	41.3%	29.9%	18.5%	7.1%	3.2%
What do you think the chances are of someone getting arrested if they drive after drinking?					
	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
2010	56.3%	20.3%	15.6%	4.9%	2.9%
2011	59.1%	18.6%	15.6%	4.0%	2.6%
2012	56.7%	22.8%	12.8%	5.2%	2.5%
2013	57.7%	18.0%	16.3%	4.9%	3.1%
2014	62.8%	18.5%	13.1%	3.9%	1.8%
2015	65.6%	16.5%	13.0%	2.7%	2.3%
2016	65.4%	17.3%	11.8%	3.3%	2.1%
2017	66.7%	16.0%	12.0%	3.8%	1.6%
2018	64.1%	17.5%	12.8%	3.4%	2.3%
2019	65.7%	15.9%	12.9%	3.8%	1.7%

2020	62.7%	21.0%	10.6%	4.0%	2.6%
How often do you use seat belt when you drive or ride in a car, van, SUV or pickup?					
	Always	Nearly Always	Sometimes	Seldom	Never
2010	91.1%	5.7%	2.3%	0.5%	0.4%
2011	89.8%	6.7%	2.1%	0.7%	0.7%
2012	90.4%	6.8%	2.3%	0.3%	0.3%
2013	88.0%	8.9%	1.8%	0.5%	0.8%
2014	91.2%	6.0%	1.8%	0.3%	0.7%
2015	91.8%	4.7%	2.1%	0.7%	0.6%
2016	90.1%	5.7%	3.0%	0.3%	0.9%
2017	90.2%	5.5%	2.6%	1.1%	0.7%
2018	89.5%	6.0%	2.6%	0.7%	1.1%
2019	91.2%	5.3%	2.3%	0.6%	0.6%
2020	90.9%	5.6%	2.4%	0.4%	0.8%
On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?					
	Most of the time	About half the time	Sometimes	Rarely	Never
2010	9.0%	12.1%	29.0%	33.5%	16.3%
2011	8.4%	11.7%	29.7%	32.6%	17.6%
2012	7.9%	11.0%	31.6%	33.6%	16.0%
2013	9.9%	9.4%	32.4%	29.5%	18.8%
2014	11.5%	10.4%	30.3%	31.1%	16.7%
2015	9.3%	9.5%	27.2%	31.5%	22.6%
2016	9.3%	9.2%	27.7%	33.2%	20.6%
2017	8.3%	10.7%	26.5%	32.1%	22.4%
2018	8.9%	8.7%	24.5%	32.4%	25.5%
2019	8.6%	8.9%	27.2%	33.6%	21.7%
2020	9.7%	11.4%	24.2%	36.4%	18.4%
On a road with a speed limit of 70 mph, how often do you drive faster than 75 mph?					
	Most of the time	About half the time	Sometimes	Rarely	Never
2010	7.0%	8.9%	24.5%	35.3%	24.3%
2011	6.9%	10.9%	22.0%	32.0%	28.1%
2012	7.0%	9.5%	27.6%	34.2%	21.8%
2013	8.7%	9.4%	26.2%	28.3%	27.4%
2014	12.5%	10.4%	26.5%	29.0%	21.6%
2015	8.7%	11.0%	23.0%	30.0%	27.3%
2016	9.9%	10.4%	23.0%	30.4%	26.4%
2017	10.3%	10.9%	23.0%	30.0%	25.8%
2018	10.0%	8.8%	24.6%	28.2%	28.4%
2019	10.0%	10.8%	24.4%	29.8%	25.0%
2020	11.3%	12.5%	23.0%	28.8%	24.3%

In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

	None	1 to 5	6 to 10	10+	Do not drink/Do not drink & drive
2010	1.5%	9.3%	2.3%	1.5%	84.8%
2011	1.6%	7.7%	0.9%	0.9%	89.0%
2012	1.8%	9.5%	1.3%	0.8%	86.7%
2013	1.3%	7.8%	1.3%	0.7%	88.9%
2014	1.2%	9.1%	1.5%	1.0%	87.3%
2015	1.7%	7.1%	0.8%	0.4%	90.1%
2016	2.9%	11.5%	1.0%	0.4%	84.2%
2017	3.5%	10.6%	0.8%	0.5%	84.6%
2018	3.3%	9.3%	0.7%	0.5%	86.2%
2019	3.5%	10.6%	0.8%	0.3%	84.8%
2020	3.3%	9.1%	0.6%	0.8%	84.8%